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# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, JULY 18, 1894.

No. 3.

## THE REPUBLIC

is peculiarly the newspaper taken and read in the homes of St. Louis. In that line of circulation no other St. Louis paper pretends comparison. For eighty-six years it has been the home paper, not alone in St. Louis but throughout Missouri and Southern Illinois, so that its influence with the solid, substantial people of its field is exceptionally strong.

Daily average circulation for  
first six months of 1894,

**53,602**

Weekly average circulation each  
issue for past six months of 1894,

**129,582**

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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, JULY 18, 1894.

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## THE TRADE AND MERCANTILE PRESS.

The papers in this class represent almost every industry. These industries represent an enormous capital, and give employment to a very considerable portion of the entire population. GROCERIES, CONFECTIONERY, PASTRY, PROVISIONS AND SEA FOOD.

There are fully 3,000 wholesale grocers and one-third as many wholesale confectioners. The number of wholesale dealers in sea food is large. As the representatives of these classes there are forty-one newspapers. The following is a list of all accorded a circulation of more than 1,000 each issue.

In this and the following lists all circulations to which the asterisk is affixed may be relied upon absolutely.

WEEKLIES.	
Chicago, Ill.: Markets.....	20,000*
Kansas City, Mo.: Packer.....	12,500*
Chicago, Ill.: Grocers' Criterion.....	7,500
St. Louis, Mo.: Grocer & Gen Merch't	7,500
Philadelphia, Pa.: Grocery World....	7,140*
Boston, Mass.: New England Grocer....	4,000
Cincinnati, O.: Merchant Sentinel....	4,000
New York, N. Y.: National Grocer....	4,000*
National Provisioner.....	4,000*
San Francisco, Cal.: Herald of Trade	
and Grocer and Canner.....	4,000*
New York, N. Y.: Fishing Gazette....	2,260*
Chicago, Ill.: Grocer.....	2,250
New York, N. Y.: American Grocer..	2,250
Butchers' Advocate and Market	
Journal.....	2,250
Philadelphia, Pa.: Cash Grocer.....	2,250
St. Louis, Mo.: Interstate Grocer....	2,250
San Francisco, Cal.: Grocer and Coun-	
try Merchant.....	2,250
BI-WEEKLY.	
New York, N. Y.: Grocers' Journal..	2,250
SEMI-MONTHLIES.	
Kansas City, Mo.: Grocers' Journal	
of Commerce.....	3,000*
Toledo, O.: Tri-State Grocer.....	1,654*
MONTHLIES.	
New York, N. Y.: Confec. Gazette....	10,000*
Boston, Mass.: Home Market Bulletin	7,500
Chicago, Ill.: Helper.....	2,900*
Alliance, O.: American Fish, Fish	
Culture and Fishing.....	2,250
Chicago, Ill.: Confectioner & Baker..	2,250
New York, N. Y.: Consumers' Journ'l	2,250
Philadelphia, Pa.: Confect'rs' Journ'l	2,250
New York, N. Y.: Supply World.....	2,000*
Supply Journal.....	1,800*
DRUGS, CHEMICALS, PHARMACY,	
PAINTS, PERFUMERY AND	
SOAPS.	

The dictionary definition of drugs is, "Any medical substance;" of

chemicals, "Substances used for producing chemical effects," and of pharmacy, "The art of preparing and preserving substances to be used as medicines—the occupation of a druggist." Lists have been prepared containing the names of nearly 40,000 retail and 5,000 wholesale druggists, 20,000 painters, 700 paint manufacturers and 3,000 dealers in paints and oils. The 35 papers entered in this class, omitting those devoted exclusively to painting and intended for journeymen painters, deal generally with all other branches represented. The following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLY.	
New York, N. Y.: American Druggist	
and Pharmaceutical Record.....	4,000
SEMI-MONTHLY.	
Detroit, Mich.: Pharmaceutical Era..	12,500*
MONTHLIES.	
Baltimore, Md.: Painters' Journal....	13,000*
New York, N. Y.: Merck's Market	
Report & Pharmaceutical Jour'l	8,934*
Danbury, Conn.: Prescription.....	7,500
Detroit, Mich.: Bulletin of Pharmacy.	7,500
New York, N. Y.: Druggists' Circular	
and Chemical Gazette.....	7,500
Chicago, Ill.: Western Painter.....	5,200*
New York, N. Y.: Gaceta Medico	
Farmaceutica.....	5,000*
Philadelphia, Pa.: Varnish.....	5,000*
Indianapolis, Ind.: Pharmacist.....	4,000
Philadelphia, Pa.: Painting and Dec-	
orating.....	4,000
Am. Journal of Pharmacy.....	2,750*
Boston, Mass.: New England Druggist	2,250
Chicago, Ill.: Registered Pharmacist.	2,250
New York, N. Y.: Deut. Am. Apo-	
theker Zeitung.....	2,250
Painters' Magazine.....	2,250
Pharmaceutische Rundschau....	2,250
Philadelphia, Pa.: Drugs, Oils & Paints	2,250
Janessville, Wis.: Druggist's Exchange	1,200*
Omaha, Neb.: Druggist.....	1,000*

## LEATHER, BOOTS AND SHOES, HARNESS, TANNING AND TRUNKS.

The 24 newspapers in this class appeal to a constituency of more than 100,000 manufacturers and tradesmen. The product of the boot and shoe industry in the four leading centers of Massachusetts in 1890 amounted to \$52,000,000. That of Lynn alone was \$26,476,000. The following is a list of all papers credited with a circulation of more than 1,000:

SEMI-WEEKLIES.	
Chicago, Ill.: Schuh und Leder.....	2,250
Shoe and Leather Review.....	2,250

## WEEKLIES.

Chicago, Ill.: Wool & Hide Shipper..	5,000*
Boston, Mass.: Boot & Shoe Recorder	4,000
Philadelphia, Pa.: Shoe & Leather Facts	4,000*
Chicago, Ill.: Hide & Leather.....	3,000*
New York, N. Y.: Boots and Shoes....	2,250
Shoe and Leather Reporter.....	2,250
St. Louis, Mo.: Shoe & Leather Gazette	2,250
San Francisco, Cal.: Live Stock and Butcher's Gazette, Hide, Wool, Leather and Finance Review..	2,250

## MONTHLIES.

Chicago, Ill.: Nat. Harness Review..	7,000*
Cincinnati, O.: Harness World .....	4,000
Spokesman.....	4,000
Chicago, Ill.: American Harness and Horse Journal.....	2,250
Sattler and Wagenbauer.....	2,250
New York, N. Y.: Harness.....	2,250
Rome, N. Y.: Harness Gazette.....	2,250
Troy, N. Y.: Carriage and Harness Retail Dealers' Journal.....	2,250
Cincinnati, O.: Shoe & Leather Age.	1,400*

HARDWARE, CROCKERY, GLASS AND  
HOUSE FURNISHING.

The number of journals in this class is 22, of which the following is a list of all accorded a circulation of more than 1,000 each issue:

## WEEKLIES.

Chicago, Ill.: Farm Implement News.	7,500
New York, N. Y.: Iron Age.....	7,500*
Chicago, Ill.: Am. Artisan, Tinner & House Furnisher.....	7,353*
St. Louis, Mo.: Stoves and Hardware Reporter.....	4,000
Chicago, Ill.: Pottery and Glassware Reporter.....	2,250
Cleveland, O.: Iron Trade Review...	2,250
New York, N. Y.: Crockery & Glass Journal.....	2,250

## BI-WEEKLIES.

Minneapolis, Minn.: Hardware Trade	2,250
New York, N. Y.: Hardware.....	2,250

## MONTHLIES.

New York, N. Y.: Ho. Furn. Review	5,000*
Chicago, Ill.: Ironmonger.....	4,000
Easter's Implement World.....	2,250
Horseshoer & Hardware Journal	2,250
Indianapolis, Ind.: Amer. Implement Herald.....	2,250
Minneapolis, Minn.: Farm Implem'ts	2,250
San Francisco, Cal.: Pacific Coast Wood and Iron.....	2,250
Springfield, Mass.: N. E. Stove, Hard- ware and House Furnisher....	2,250

DRY GOODS, FANCY GOODS, NOTIONS,  
GLOVES AND SILKS.

The 26 publications of this class go to both wholesale, jobbing and retail houses in the lines indicated, and also to the mills and factories where the goods are produced. The following is a list of all accorded a circulation of more than 1,000 each issue:

## WEEKLIES.

New York, N. Y.: Dry Gds. Economist	5,000*
Boston, Mass.: Wade's Fibre & Fabric	4,000
Chicago, Ill.: Dry Goods Reporter and Wholesale Price List .....	4,000
New York, N. Y.: Dry Gds. Chronicle	4,000
St. Louis, Mo.: Dry Goods Reporter.	2,250

## MONTHLIES.

New York, N. Y.: Modes & Fabrics.	75,000
Boston, Mass.: Textile Mfg. World..	7,500*
New York, N. Y.: Fancy Gds. Graphic	7,500
Chicago, Ill.: Dry Goods Bulletin and General Storekeeper.....	4,000
New York, N. Y.: Fabrics, Fancy Goods and Notions.....	4,000*
Millinery Trade Review.....	2,250
Paterson, N. J.: Silk Herald of America	2,250
Philadelphia, Pa.: Hosiery and Knit Goods Journal.....	2,250
Industrial Review and Textile Reporter.....	2,250
Textile Colorist.....	2,250

## QUARTERLY.

New York, N. Y.: Milliners' Guide..	2,250
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FURNITURE, CARPETS, UPHOLSTERY  
AND CABINET MAKING.

For these important industries there are 16 representative papers. The following is a list of all accorded a circulation of more than 1,000 each issue:

## WEEKLY.

New York, N. Y.: Trade Bureau.....	2,250
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## SEMI-MONTHLY.

Cincinnati, O.: Furniture Worker....	2,250
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## MONTHLIES.

Chicago, Ill.: Am. Furniture Gazette	5,000*
St. Louis, Mo.: Furniture News.....	4,000*
Chicago, Ill.: Furniture.....	2,250
Grand Rapids, Mich.: Artisan.....	2,250
Minneapolis, Minn.: Furniture News.	2,250
New York, N. Y.: Amer. Carpet and Upholstery Trade.....	2,250
Decorator and Furnisher.....	2,250
Furniture Trade Review.....	2,250
Rockford, Ill.: Furniture Journal....	2,250

## LUMBER.

The forest area of the United States is still 380,000,000 acres. In a producing district 16 miles long and less than one-half mile wide, in the Saginaw Valley alone, there was cut last year, 600,000,000 feet of lumber, and in Tonawanda, N. Y., now known as the "Lumber City," as much more. The 16 lumber papers appear to be prosperous and ably conducted. The following is a list of all accorded a circulation of more than 1,000 each issue:

## WEEKLIES.

Chicago, Ill.: Northw. Lumberman..	4,000
Timberman.....	3,800*
Minneapolis, Minn.: Miss. Valley Lumberman.....	2,250

## SEMI-MONTHLIES.

Chicago, Ill.: Lumber Trade Journal	4,000
Nashville, Tenn.: So. Lumberman...	4,000
New York, N. Y.: Lumber Trade Jour.	1,800*

## MONTHLIES.

Buffalo, N. Y.: Lumber World.....	2,250
St. Louis, Mo.: Lumberman.....	2,250
San Francisco, Cal.: Pacific Coast Wood and Iron.....	2,250
Tacoma, Wash.: Puget Sound Lum- berman.....	2,250

## MILLING.

Milling is the second industry in

value of products. In 1890 the 18,470 flouring and grist mills represented a capital of \$208,473,500, and employed 63,481 operatives, who received in wages \$27,035,742. The product was \$513,971,474. Minnesota leads with a product of \$60,158,088, and New York was second. Of the 11 newspapers in this class the following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLIES.	
Buffalo, N. Y.: Milling World.....	2,250
Kansas City, Mo.: Modern Miller....	2,250
Minneapolis, Minn.: Northwestern Miller.....	2,250
MONTHLIES.	
Buffalo, N. Y.: Roller Mill.....	5,000*
Chicago, Ill.: German-American Miller	4,000
American Miller.....	2,250
Milling.....	2,250
Milwaukee, Wis.: U. S. Miller.....	2,250
Philadelphia, Pa.: Millers' Review...	2,250
St. Louis, Mo.: Southwestern Miller..	2,250

CARRIAGES.

There are 22,000 carriage and wagon makers, and they have 13 representative journals, handsomely printed, finely illustrated. The following is a list of all accorded a circulation of more than 1,000 each issue:

MONTHLIES.	
Philadelphia, Pa.: Varnish.....	5,000*
Cincinnati, O.: Implement and Carriage World.....	4,000
Spokesman.....	4,000
New York, N. Y.: Blacksmith and Wheelwright.....	4,000
Chicago, Ill.: Carriage & Wagon Mkr Sattler und Wagenbauer.....	2,250
New York, N. Y.: Hub.....	2,250
Philadelphia, Pa.: Carriage Monthly.	2,250
Troy, N. Y.: Carriage and Harness Journal.....	2,250

JEWELRY, WATCHMAKING AND OPTICS.

There are over 30,000 retail and 1,500 wholesale jewelers, in whose interests principally the twelve papers of this class are issued. The following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLIES.	
New York, N. Y.: Jewelers' Review..	7,500*
Jewelers' Weekly.....	7,500
Jewelers Circular.....	4,000
Providence, R. I.: Manufacturing Jeweler.....	2,250
MONTHLIES.	
New York, N. Y.: Optician and Jeweler.....	20,000*
Philadelphia, Pa.: National Retail Jeweler.....	4,000
Chicago, Ill.: American Jeweler.....	2,250
Jewelers' Journal.....	2,250
Philadelphia, Pa.: Keystone.....	2,250

CLOTHING, FURNISHING GOODS, TAILORING AND LADIES' WEAR.

The 15 publications of this class are

all in Chicago or New York—two only in Chicago. They are larger than the magazines, as handsomely printed and almost as well illustrated. They are intended solely for the trade, a constituency of at least 100,000. All accorded a circulation of more than 1,000 each issue are as follows:

SEMI-MONTHLY.	
Chicago, Ill.: Apparel Gazette.....	2,500*
MONTHLIES.	
New York, N. Y.: Tailor.....	10,500*
Cloak Review.....	2,250
Clothier and Furnisher.....	2,250
Journal of Fashion and Tailoring.....	2,250
Men's Outfitter.....	2,250
Sartorial Art Journal.....	2,250
Tailors' Review.....	2,250

UNDERTAKING, EMBALMING, CEMETERIES AND CREMATION.

There are over 20,000 registered undertakers and 2,000 monumental works. Crematories are established in or near most of the larger cities. In the interest of the trades 7 journals are published. The following is a list of all accorded a circulation of more than 1,000 each issue:

MONTHLIES.	
Chicago, Ill.: Western Undertaker...	4,000
Sioux City, Ia.: Embalmers' Journal..	2,500*
New York, N. Y.: Sunnyside.....	2,250
Rochester, N. Y.: Casket.....	2,250
Chicago, Ill.: Monumental News....	2,000*
New York, N. Y.: Urn.....	1,000

BREWING, BOTTLING, LIQUORS AND WINE.

The Brewing interest alone represents a capital of over \$230,000,000; employs 70,000 operatives, who receive annually \$56,000,000 in wages. During 1893 the people of the United States spent for spirits \$399,800,000, wine \$75,000,000, and beer \$539,800,000, and upon these amounts the government received in direct taxes \$127,200,000.

Representing these interests are 24 newspapers, of which the following is a list of all accorded a circulation of more than 1,000 each issue:

SEMI-MONTHLIES.	
New York, N. Y.: Bonfort's Wine and Spirit Circular.....	4,000
Wine and Spirit Gazette.....	2,250
MONTHLIES.	
Chicago, Ill.: Brewer and Malster....	4,000
New York, N. Y.: Brewers' Journal..	4,000
Chicago, Ill.: Western Brewer.....	2,250

MERCANTILE PURSUITS.

The seven papers in this class are devoted chiefly to such matters as interest country merchants, bookkeepers and salesmen, including suggestions on

advertising and sample advertisements.

The following is a list of all accorded a circulation of more than 1,000 each issue:

MONTHLIES.	
New York, N. Y.: Woman's Journal..	7,500
Business.....	7,500*
Chicago, Ill.: Am. Storekeeper.....	4,000
Detroit, Mich.: Bookkeeper.....	4,000
QUARTERLY.	
Chicago, Ill.: Office Men's Record.....	3,000*

#### COAL AND GAS.

These journals, five in number, are devoted exclusively to the mining and sale of Coal and manufacture of Gas. The total production of Bituminous Coal in 1890 was 95,629,026 tons, and of Anthracite 45,600,487 tons. The amount received for all this coal was \$160,226,323. The following is a list of all papers accorded a circulation of more than 1,000 each issue:

WEEKLIES.	
Chicago, Ill.: Black Diamond.....	2,250
New York, N. Y.: Coal Trade Journal	2,250
SEMI-MONTHLY.	
New York, N. Y.: Progressive Age..	2,250
MONTHLIES.	
Scranton, Pa.: Colliery Engineer.....	5,683*
New York, N. Y.: Water and Gas Review.....	4,083*

#### TOBACCO.

Eight journals furnish statistics upon the growth, manufacture and sale of Tobacco. The following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLIES.	
Cincinnati, O.: Western Tobacco Journal.....	4,000
New York, N. Y.: Tobacco.....	2,250
Tobacco Leaf.....	2,250
U. S. Tobacco Journal.....	2,250

#### HATS, CAPS AND FUR.

In the interest of these wholesale trades are five trade journals, all published in New York. The following is a list of all accorded a circulation of more than 1,000:

MONTHLIES.	
New York, N. Y.: American Hatter..	2,250*
Hat Review.....	2,250
Millinery Trade Review.....	2,250

### A QUESTION OF ADVERTISING ETHICS.

THE RAZORINE MFG. CO.,  
2 West 14th street,  
NEW YORK, June 30th, 1894. }

Editor of PRINTERS' INK:

I have been one of the warmest admirers of "The Little Schoolmaster" for several years. I believe that the question I now submit to you is one that will interest advertising agent, advertiser and publisher.

While advertising Razorine in the State of Ohio we were brought into contact with the New York agent of the Toledo Blade (Mr. Leonard), and this gentleman, being also res-

ident agent for *Comfort*, solicited an advertisement from us for that paper.

As *Comfort* is accorded the largest circulation rating of any single periodical in America, we were considering the advisability of inserting a ten-line advertisement, costing \$50 each insertion, when, examining the June number, we came across an advertisement inserted by the owners of *Comfort* as agents for an article purporting to do the same work as Razorine; and this advertisement took up at least fifty lines of space, thus representing what would cost a legitimate advertiser \$250, for which, however, no actual cash was paid.

Now, the question that we wish to submit to you is: Do you not think it a violation of advertising ethics (if there be such a thing) for the owners of a paper, claiming to have the largest circulation of any paper published in the United States, and it is therefore presupposed they are in the newspaper business, and as such solicit patronage from all advertisers, to enter a field entirely foreign to their business (for, although we have heard of newspapers having "axes to grind," we have not heard of them having razors to sharpen!), and by the mere fact of their using space which, by its cost (for \$250 would necessitate the receiving of at least 4,000 answers to an advertisement for a 15-cent article to cover mailage, expenses and cost of advertisement), prevents a concern making absolutely nothing, and selling only this one article, from entering its proper field?

If there were to be a general adaptation of this enterprise by publishers the advertisers would have no show at all, as the owners of papers, by virtue of their having unlimited space at their command, would so dwarf the efforts of legitimate advertisers that the latter, in self protection, would have to establish rival publications.

A proposition similar to above was submitted to us some time ago, publishers saying they would take cost of advertisement: out in goods and fill mail orders with goods so given, but we would not consider this.

As we believe the question submitted is one that has not been touched upon in your columns, we look forward with interest to opinions that may be passed on this case by yourself and others. Respectfully yours,

LESTER KUEHN.

*Comfort* is following in the footsteps of the *Youth's Companion*, long known as the weekly having the largest issue in the United States. Look also at the book advertisements in the *Century*, *Scribner's* and *Harper's* magazines. Nine-tenths of the daily press is at present using columns of space for booming the World's Fair picture books. PRINTERS' INK is inclined to believe that the practice of using their own space for their own advertisements is an indication that the proprietors of *Comfort* have faith in the value of it. Down East the farmer who has potatoes to sell does not, on that account, refrain from attempting to fatten the farrow cow with any surplus that may happen to remain on his hands.

THE Newburyport, Mass., *Herald* was established 101 years ago.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

Good, honest criticism is as valuable as it is scarce. A great many people work on the principle of the lawyer, who said, "First find out what your client wants to do and then advise him to do that."

Such a plan will save trouble sometimes, but advice of that kind certainly is not worth very much.

Whatever I criticise in this department and whatever suggestions I make are made honestly and clearly, and as forcibly as I can make them. They are made in the friendliest sort of spirit, and solely with the hope that they will do some good. It is altogether likely that I shall make some mistakes. That is to be expected. I never have known a man who was infallible, and there are a great many things about advertising which are very uncertain.

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The Lathrop-Rhoads Co. are wholesale and retail booksellers and stationers in Des Moines, Iowa. They have the largest store of the kind in that city. The store is not on the principal retail street and in fact not really in the retail district. Just the same Mr. Clayton C. Rhoads, who adds the management of the publicity department to his other duties, thinks that there ought to be a way of drawing the retail trade. There is a way. Under the circumstances it may be a trifle slow, but it is certain. Newspaper space every day—changed every day, and filled with fresh, newsy matter, will do the business. Advertise the new books as they appear. Put the "job lots," travelers' samples and shop-worn stuff on bargain tables, and advertise it. Run a bargain now and then in writing paper, copper-plate cards or paper novels. Take a lesson from the department store, which is a thorn in the side of all "legitimate" booksellers. Get people into the store once, even if it costs something to do it. The future will then depend on the store and the courtesy of the clerks.

Mr. Rhoads can write the proper sort of advertising. He has sent me

a batch of circular matter used in drumming up wholesale trade. The circulars are good. I can see the teachings of **PRINTERS' INK** cropping out conspicuously in them. They are generally plain "man-to-man" talks—straight, clear and honest. They make you believe that the Lathrop-Rhoads Co. are wide awake; that they run a good store, and that it is safe to trade with them.

The circulars are cordial, without being familiar. They do not disguise the fact that the recipient's trade is desired because there is a profit in it. There is quite a little every-day philosophy in them and a great deal of concise logical argument. For instance:

### Bicycles can be had

at almost any price a buyer wishes to pay, but good bicycles cannot be had at the price of very poor ones. Most of the cheap bicycles, in order to be sold cheap, must be made cheap. The buyer is greatly mistaken if he supposes he saves money by buying the low grade made-to-sell-at-a-price bicycle. The maker and dealer see to it that he gets no more than his money's worth; so it is simply like buying any other article. What quality are you willing to pay for?

I neglected to say that the company handle bicycles, and that it is mainly due to the advertising efforts of Mr. Rhoads that this department has grown into importance. The circular I quote from happened to be about bicycles. The others are equally good. Not wholly original, perhaps; but what difference does that make, so long as they sell goods?

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The Keep Mfg. Co., whose principal establishment is at 809 and 811 Broadway, New York, and who operate branch stores in several other cities, have recently published a book about their business. It bears the imprint of the Lotus Press, 140 W. 23rd street, and is a piece of work of which they may well be proud. It is a combination of a "write up" and a catalogue.



It is intended to help the Keep company's mail order business, which is very large.

The book is one of the best things of the kind that I have ever seen. It is called the "Evolution of a Piece of Cloth." The cover is artistic and striking, and the book is profusely illustrated with wash drawings and line engravings.

The introduction says: "The idea of this book is to give in definite and detailed form information regarding the scope and plan of our business." The opening article is a description of the factory and the process by which a piece of cloth is transformed into a shirt. It is told in an interesting way, and the fact that it is about any particular factory is not allowed to become painfully prominent.

Following the factory article is a brief sketch of the growth of the business, which tells how and why it was started. Here is one paragraph out of this section of the book. It is a strong testimonial to the value of judicious advertising:

"An incident in the early days of the business is worth telling of. At that time women made most of the shirts their 'men folks' wore.

"It was hard work. Exceptionally hard, because shirt making is a distinct trade—as much as shoe making. Mr. Keep conceived the idea of furnishing shirts partly made. Cut out, bosoms made, and all the other difficult work done. All a woman need to do was to run up the straight seams, work button-holes and make slight alterations to make the shirt fit. It saved work and worry, and it saved money. Salesmen were sent out in New York City. One week—two weeks—three weeks—hard work and no sales. Dealers refused to handle them. Said they wouldn't sell. Said the idea was impractical. Mr. Keep knew better. He opened a retail store and advertised extensively. Success was immediate and pronounced. Buyers crowded the store. The factory was enlarged and enlarged again. By and by, people didn't want partly made shirts, they wanted them complete and ready to put on. Mr. Keep met the demand."

In the back part of the book is very complete and exact information about the goods which are manufactured. The information is so clearly given that any one ordering by mail will find the task an easy one. The book is

being advertised in the leading magazines, and I should think ought to prove a profitable venture for its publishers. Here is one of the magazine ads:

## Our Book

is called "The Evolution of a Piece of Cloth." It's an intensely interesting book, because it is full of information and because it tells how to save money on shirts and men's furnishings. It tells all about

## Keep's Shirts

Just how and why they are the best. Just why there are "none better at any price."

Just why the price is only \$9 for Six.

May be you're only curious. All right—send for the book anyway—it's free.

**Keep Manufacturing Company**  
809-811 Broadway, N. Y.

It tells the story plainly, concisely and completely. I do not know whether it has been productive of results or not.

I suppose that most of the readers of PRINTERS' INK have read the ink advertisements of William Johnston. No doubt all who have read them have been impressed by three things. Their straightforwardness, plainness and evident sincerity. The best thing about the ads is the fact that they have sold ink, and I think this is a verification of my theory that an advertisement should tell what it means as plainly as possible and that the price is a very important feature.

The advertisement which appears on page 115 in this issue was submitted to me for criticism. I do not like the typographical effect, because the ad is chopped up too much. The principal virtue of this ad is that it tells the whole story. I do not see how anybody can read it and not understand exactly what Mr. Johnston means. The only addition I would suggest is the insertion of the statement that in case the inks were not found to be perfectly satisfactory, the price paid would be immediately returned. I believe that this statement has occurred in previous advertisements, and I believe that it is well, where such a rule is in force, to state it as often and as forcibly as possible. These advertisements, as a series, furnish a good example of earnestness and honesty in advertising.

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Out in Woodstock, Ill., a Mr. Cotton sells "Silk, satin and high-grade woolen dress goods."



*For a Druggist—(By S. M. Crombie).*

## For That Dry Feeling

There's a Cure, Sure.  
The Prescription is



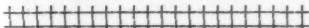
**French's  
Florida Sherbet,**

One foaming glass,  
Three times, daily.

**FRENCH,  
The Druggist,  
PHILADELPHIA.**

*For a Grocer.*

## We Sent A List ++++



+++ Of "some good things to eat" the  
+++ other day to a lady and the response  
+++ came: "What is Shredded Codfish?  
+++ I guess I'll try it." "What about  
+++ Honey Hams?" "I don't quite  
+++ understand what Knorr's Soup  
+++ Tablets are." "Guess I'll try a  
+++ piece of White Cloud Cheese."  
+++ And before she left the whole list  
+++ had been gone through and she  
+++ had at last found where she could  
+++ get what she wanted to eat. You  
+++ will have the same experience.

+++ Respectfully,  
+++ **MILLER & PHILLIPS.**

*'For Insurance—(By F. I. Park).*

## A Few P P P P P P P P

Are you aware that hot weather brings thunder showers, and showers are likely to be accompanied by wind and lightning?

If your buildings or stock were struck by lightning during the next shower, what would be the financial result?

Suppose a young cyclone should take the roof off your barn?

Do you know that you can protect yourself against loss of property from these dangerous elements?

A fire and tornado insurance policy is all that you need and is far better than the average lightning rod. Do you know it?

Do you know that tramps sometimes sleep in barns and that they invariably smoke a pipe? See the point?

Are you aware that you should be very careful and insure with the old, tried and reliable companies?

I represent only the old, reliable and most substantial companies of the age.

My office is in the Masonic Block, where you may call or drop me a postal card and I will call on you.

*For Any Business.*

## We Back Up Every Statement

✂ we make with the goods themselves. If they are not satisfactory, return them. We want to do more than make one sale—we want to make you our customers for all time to come. Therefore the fairest kind of fair treatment in every transaction. ✂

*For a Baker—(By E. L. Couillard).*

## Some Married Women



## Don't See the Necessity

✂ of adhering to that homely adage, "The way to a man's heart is through his stomach."  
But they make a mistake. Feed your husband well. Feed him on some of the delicacies of our home baking. They are wholesome, non-dyspeptic.

*For Clothing.*

## Make Him A Gentleman.

✂ Clothes have an influence on character. Dress a boy shabbily and he's apt to act shabby. Dress him well and he'll feel like living up to his clothes. Not too well, though, or you'll make him a prig. Let us show you what good, strong, well-made, lively-boy Clothing we have for little money.

*For Shoes—(By J. E. Scanlan).*

## There Are Days When You Can't Lay Up A Cent,

But they are few and far between if you are up-to-date enough to know that good, durable shoes such as Scanlan sells are cheaper in the long run than the trashy kinds. This week we are offering woman's (Rochester made) kid, button shoes that used to sell for \$2.00, \$2.50 and \$3.00 at one dollar a pair. They are odds and ends and we want to get rid of them.

*For Fishing Tackle—(By Dutcher).*

## Fishing Tackle

Suitable for the

**ARISTOCRATIC BROOK TROUT,  
ACROBATIC BLACK BASS,  
SILVER-COATED SALMON.**

May be obtained from the leading wholesale and retail dealer in piscatorial supplies in Troy.

## HOT WEATHER BUSINESS.

Some fools say that folks don't read when it's hot, that newspaper circulations are dormant, that publishers take vacations, that most people let down the bars of business by barring up business.

Here is the Ananias of business lies. Judge the world by yourself.

When do you do the most reading? During the long winter nights, when business is rushing and work at the store fosters evening indisposition? No. In Christmas time, when everybody is tired out and every night means a sociable, a party, the theater or something else? Of course not. During the fall, when business is picking up and trade is flushed with success? By no means. In the spring, when you are getting ready for a good time in the summer and are working nights to make up for your vacation days? Certainly not.

You and the rest of folks everywhere do the bulk of your reading in the summer, and the bulk of that bulk in August and the first part of September.

You relax (you have got to or die)—go down to the store or office late in the morning and come home early at night. You have a cottage by the sea, or farm-house in the mountains, and if you don't have any other, you make a summer resort of your own home. You have little to do, and therefore you read. You read everything.

Did you ever go into a village post-office, where city folks stay in summer, and see the whole town on the sidewalk, waiting for the morning mail?

Three-fourths of the mail is made up of papers—home papers—and these papers are read by those who receive them, and by all the neighbors, guests and friends.

Folks will read in summer what they won't read in winter. Real literature is at a discount. Learning has crawled into a cave.

We all read light stories, news and general newspaper miscellany and the advertisements.

Experience teaches every man, whether he lives in the country, city or metropolis, that he himself reads more advertisements and more local newspapers in the summer than he reads at any other time of the year, and women—they read the papers all the time.

There are few articles which a pur-

chaser purchases immediately upon the conception of his desire. No matter how trifling a thing may be, unless it be of absolute immediate necessity, he postpones the buying.

The man who wants a furnace thinks it over for a month or two before he buys it.

A suit of clothes is worthy of four weeks' consideration, and the same with furniture, and everything of necessity and luxury, except food.

The advertiser should begin to advertise before people are ready to buy. He should teach the doctrine of buying when folks are ready to learn it. He is the man who will bring new trade, and increase old trade.

Most folks don't realize they want something until somebody tells them.

It is the business of an advertisement to create demand, and to go further, to produce desire in those people who ought to have something, but don't realize it.

During the summer months, and especially in the last of August and the first of September, people are beginning to think about something, and the advertiser who presents that something through the columns of the local paper is the advertiser who will do the business, not only in the early fall but through the year.

While advertising should never be discontinued during the season, and while good judgment says it should go a little beyond seasons, the best part of advertising comes before seasons—in that time when people have time to think, and are the most easily influenced, with climate and other influences adjusted for the benefit of the shrewd merchant who knows enough to create general trade, and to direct part of that trade to himself.—*Nathaniel C. Fowler, Jr., in Fancy Goods Graphic.*

## VARYING OPINIONS.

Spasmodic advertising is a waste of money, pure and simple, and a card in a paper or trade journal for one or two issues is worthless, devoid of results, and always unsatisfactory to the investor.—*Mechanic, Dealer and Lumberman, New Orleans, La.*

It is items of the sort copied above that heap discredit upon newspapermen's talk about advertising. PRINTERS' INK is of the opinion that spasmodic advertising is the very best—if you do enough of it.

WALNUT BUREAU is the name of a newspaper in Iowa.

# READY-MADE STORIES.

PRINTERS' INK recently advertised for ready-made stories, to be paid for at 25 cents each. The following are the sort of things that come in in response to that application. PRINTERS' INK wishes now that some one would send ready-made stories worth 50 cents apiece. Ten cents would seem to be about an average worth of those coming at present. Something better is wanted. Probably the way to get it will be to pay a better price. Correspondents are requested to be just as funny as they can afford to be for half a dollar.

## YANKEE "PUSH."

Advertising Agent (to partner)—Here's a two-column whiskey ad for Brown's paper.  
"What? A whiskey ad? Why," Brown publishes the *Temperate Christian*.  
"Oh, yes, I know; but this is for his other paper, the *Rumblers' Gazette*."

## LIKE A FIGHTING COCK.

Cresus—How's that appropriation holding out?  
New Ad Manager (somewhat absent-minded)—In great shape. With some hard scratching I'll live like a fighting cock all winter.

## DISSOLVING VIEWS.

Jags (on his way home, 2 in the morning)—Hold on, fellows, let's look at new poster 'n drug store: R. R. R.—Rapidway Rushing Reliever. Did read it, didn't I? Sober 'gain, sure 'nuff. Hello, wha's matter other one: S. S. S.—*Snakes, by thunder!*

## A MONEY RAISER.

Scribs—Ah, here's a snap! The *Herald* says Soapem & Dryem want an ad writer. (I thoughtfully: Oh, yes, that's the new firm—regular rustlers. Going to find out just what there is in soft-soap as a money raiser.

## A PREMIUM.

Bridget—Yes, mum, an' I axed the groceryman for the best—the very best—baking powder, an', sure enough, he said I'd drive him crazy; an' he said they were *all* the best; an' I got this wan, wid a washtub throw'd in for a present, he called it.

## GUARANTEED CIRCULATION.

"Oh, what a picnic," said the card-in-a-glass-frame at the depot.  
"Here are twenty of us at \$4 each—\$80 for one day's work by a fake ad man.  
"Guaranteed circulation, 3 copies, every day for one week if we are lucky, and—  
"Oh, you are going to take the frame off from us and cover us with a picture of a skirt dancer?  
"Well, everything goes."

## THE REASON.

Seedyman—Sir, I am taking up a collection among the merchants of this city to enable me to re-establish myself in business; will you contribute?  
Showcase—What claim have you on the assistance of the merchants?  
Seedyman—I am the author of a book entitled, "How to Be Successful in Business Without Advertising."

## EXCLUDING THE MAJORITY.

"John," said the manufacturer to his head clerk, "advertise for a legal adviser for a corporation; and put in 'good knowledge of the law required.' That will shut off about half the ex-judges and misfits that apply."

## TOO FUNNY BY HALF.

Mr. Tupenny—Good heavens! What is that wailing and moaning in the next flat? Some one is in agony!  
Mrs. Tupenny—It's nothing, my dear. Mr. Toploft is only reading the funny stories in *Harper's* "Drawer."

## TESTIMONIALS ARE READ.

Office and Laboratory of  
THE LIVURA MANUFACTURING CO.,  
134 South Market Street.  
Proprietors of  
Pitcher's Livura, Livura Ointment.  
NASHVILLE, Tenn., July 5th, 1894.

## Editor of PRINTERS' INK:

In PRINTERS' INK of June 27th Virginia Frazee heads an article, "Who Believes Testimonials?" From experience I can answer—the majority of the reading public, but—and there is a but—if they be honest, from honest people and will bear investigation.

The people who buy medicines, and to whom the medicine manufacturer caters, are the middle and lower classes. They are the ones who read the medicine advertisement, and are most favorably impressed by direct evidence as brought out in testimonials.

As a rule the better class are not testimonial readers, neither are they medicine buyers. At least that has been my experience.

In the advertising of Pitcher's Livura, which commenced in 1891, nothing but testimonial advertisements, accompanied by portrait cuts, similar to the inclosed, were used.

These were placed in daily and weekly papers in certain localities, and backed up by monthly distributions of large circulars containing nothing but testimonials.

As this was the only class of advertising used during a period of three years (with the exception of about three months when the remedy was first started), I think I am in a fairly good position to judge of the merits of testimonial advertising, and the percentage of people who believe the testimonials which they have read.

That there is considerable skepticism on the part of the reading public as to the genuineness of testimonials cannot be denied, for they have been foisted so many times; but at the start we inserted in our ads, "Investigation of all our testimonials solicited," and the public evidently did investigate.

That they believed what they had read (or finding their investigation perfectly satisfactory) was made evident by the immense increase in our sales, and the ever-advancing demand for our goods as new testimonials were put out and brought to their notice.

I have no doubt but that the success of testimonial advertising depends in great measure upon the class of testimonials used, and the reputation for honesty and veracity on the part of the testimonial writer, in the locality in which he or she lives.

Although the number of testimonials received by us has been very large, yet we have used only those which, upon personal investigation, were found to be absolutely true in every particular, and that the persons making statements concerning themselves had not allowed their imaginations to run away with them, and that they actually were suffering

from the disease or diseases of which they claimed to have been cured, and that they had bought the medicine.

These facts could be vouched for by their family physician and the druggist with whom they traded.

By following this method we were able to weed out our testimonials and obtain true statements from those of the better middle class, whose word had some weight among their neighbors and friends.

That our testimonials were read, and, I will also add, *investigated*, was most conclusively proved right here in our own city. We had several testimonials from well-to-do and reputable people of the town, and several of these people told me that there was not a day passed but that they had inquiries, either in person or by letter, in relation to the indorsements which they had given us.

If the same percentage of inquiries was kept up in other parts of the country in which we were advertising as that which came under my personal observation in Nashville, then I think I am correct in my first statement that testimonials are believed by the majority. At any rate our sales in other sections will bear me out in that statement.

This is where testimonial advertising was believed—and paid. We solicited investigation of all statements made, giving name and street address of each party.

We proved, before using these statements, that they were positively true, and the public soon learned that the class of testimonials used by us was genuine, and consequently we derived the benefit.

On these lines our success proves that the majority believe testimonials they read, and this majority is composed of the medicine-buying public.

It is not necessary to have testimonials from "celebrities" in order to impress the public with their truthfulness. A good, honest statement from honest people is all the American public require. But—they must be honest.

GEO. S. PITCHER.

OFFICE OF LISTON P. EVANS, }  
Drugs and Medicines. }  
DOVER, Me., July 5, 1894. }

#### Editor of PRINTERS' INK:

The article in your issue of June 27, by Virginia Frazer, on "Who Believes Testimonials?" was written from the standpoint of a person who avowedly does not buy proprietary remedies, and cannot, consequently, know very much about them. Now, I can write from the standpoint of one who has sold them for several years, and can give more encouragement to proprietors to continue soliciting testimonials than was given in the above-mentioned article.

Every dealer in patent medicines has had customers come in and say: "I was reading an advertisement and saw a case mentioned that is just like mine, and I want to try a bottle." I remember that a man came into town several years ago selling a catarrh remedy. He sold some to a gentleman well known in this vicinity and got a good testimonial from him. This was published in the local paper, and I sold at retail nearly a gross of the remedy—a dollar article—on the strength of that testimonial, people calling for "that medicine Mr. B. used for catarrh."

Of course the wise advertiser will plan to have testimonials from Maine people to publish in Maine papers, so far as possible, for people do not have the same confidence in testimonials from persons living in distant States that they do from those living nearer home.

A few years since a remedy manufactured in this State had a most remarkable sale from the effects of advertising done on this plan, and I am convinced that the farmers mentioned by the above writer are so far exceptions to the general rule that advertisers will still seek good testimonials. L. P. EVANS.

#### "GREAT SCOTT."

(There are no liars in Baltimore.—ED. PRINTERS' INK.)

Two Sundays ago Mr. William H. Scott, better known as "Great Scott, the great Price-Cutter," had a two-page advertisement in *The American*. It was twice the largest in size that has ever appeared in one issue of *The American*, and nearly three times the largest that has appeared in any other newspaper in this city. *The American's* page being about one-third larger than that of any other paper.

To ascertain the effect of this bold stroke of enterprise upon his business, as well as to obtain the views of this enterprising and successful merchant regarding newspaper advertising, an *American* reporter called on "Great Scott" at his stores on North Howard street. He found him hustling and bustling with business, his great stores being well filled with buyers, notwithstanding that it was the noon hour.

"Yes, it was a big announcement," said Mr. Scott, as he invited the reporter to be seated in a richly-upholstered arm-chair, and sat himself down in a wicker rocker beside him. "Yes, it was a very big announcement—the biggest I have ever seen 'in a newspaper, and I may add, it was the best investment I ever made in the advertising line."

"No," continued he, turning his chair around so as to face the reporter, and answered his query about it being directly profitable. "No, it could not have been directly profitable, because the way I am cutting prices now the more I sell the more I lose. But it is doing what I intended it to do—it is bringing hundreds of people here who were never here before—hundreds of people who will never look for fine furniture and carpets anywhere else, having seen the immensity and grandeur of my stock and my low prices. That was what I meant it to do."

"You see," continued "Great Scott," "if I wanted direct returns from such an announcement, I would have made it earlier in the season and quoted prices, but I waited until the rush of the buying season was about over, so that myself and my salesmen could give more attention to those who came to look. And yet I did not wait long enough, for, although I have had several extra salesmen on ever since, we have not been able to wait upon all who have been here during the past two weeks. That is why I say that it is indirectly profitable, and a good investment, for those who are buying now at under-cost cut prices will send their friends to buy, and by and by they will all come back and bring their friends. That is the way that honest, legitimate advertising pays, and that is the way that honest, legitimate business grows."

"It created a sensation, you say?"

"I want to tell you right here and now that I have no idea of creating a sensation, as I am opposed to all sensation and clap-trap, nor did I ever expect to do much more business than if I had made my usual announcement. But, judging from results, I built better than I knew; and, to put it in a nutshell, that two-page announcement was the best stroke of enterprise of my life."

"You ask me what prompted it? Well, that would keep me too long talking, for I am such a poor talker, and you too long listening; for you are too good a listener."

"As to that," answered Mr. Scott, when the reporter asked him how this year's business compared with last year's, "my business is more than double last year's, and I am negotiating now to add several acres more to the five acres of storeroom which I already occupy, so that my next anniversary announcement will, I hope, take up four pages of *The American*."

"Then advertising pays," said the reporter. "That all depends upon who does it, sir," and before "Great Scott" had time to let in the light he was notified that several ladies were waiting for him on the carpet floor, and as he shook the reporter's hand to go, he laughingly whispered: "Cut the price, my boy, cut the price—that's what pays!"—*Baltimore American, June 17th, 1894.*

#### HIS IDEA OF IT.

NORWALK, Ohio, Feb. 15, 1894.

Editor of PRINTERS' INK:

I am a regular reader of PRINTERS' INK, and catch each week something of value from it. There are two points that I do not think have been brought out well, i. e., selecting the right medium and adapting the size and character of the advertisement to the business. I find that the papers having the largest circulations do not always bring in the largest returns. I think the character of a journal is a very safe index of the character of its readers. Cheap journals are read mainly by people who are looking for quantity rather than quality. It is this last element that I now look after most carefully in selecting the papers I use. I remember that the return I received in good cash orders from a small, two-line advertisement in the *Ladies' Home Journal* was something of a revelation to my book-keeper. There is another thing that should not be overlooked by advertisers. There are publications of such high grade as to have a very permanent character as advertising mediums. I have just received in my morning's mail an order from an advertisement inserted in the *Youth's Companion* about three years ago.

I have invariably used for my purpose three sizes of advertisements, a two-line advertisement reading thus:

**GUITARISTS** send address for free sample music in Lee's wonderful system. H. L. STEWART, Pub., Norwalk, O.

This I have found too small. I find that a little cut is a great thing to catch the eye:



**LEE'S COMPLETE GUITAR INSTRUCTOR.** Simplest and only complete instructor published. Music read at sight. Contains 50 instrumental and vocal airs and recreations. Teachers wanted. Send for Catalogue and specimen music. H. L. STEWART, Publisher, Norwalk, O.

I have used a much larger advertisement, with a much larger cut, on the hypothesis that if a little thing is good a much larger amount of it must be so much better. In that I have been disappointed. The larger size failed in about the same proportion that the very small one did. Hence I have reached the conclusion that the advertisement must be proportioned in size to the business, and that a small, single idea business suffers by display out of proportion. Respectfully,

H. L. STEWART, Publisher.

#### THE GUARANTY MUST BE MADE GOOD.

HOOSICK FALLS, N. Y., July 6, 1894.

Editor of PRINTERS' INK:

I inclose a clipping:

CHATTANOOGA, Tenn., June 15.—Judge Moon, in Circuit Court, decided a suit to-day which is of importance to patent medicine men. S. R. Logan sued the Cheney Medicine Company, of Toledo, Ohio, proprietors of Horn's Catarrh Cure, for \$100 damages. The medicine company offered this amount in advertisements to any person they could not cure of catarrh. Logan used \$18 worth of medicine, without relief. Then he asked for the \$100, which was refused. He brought suit and was to-day awarded the amount. Judge Moon held that it was not a reward, as alleged by the company, but a guaranty.

The adv in question was run for a considerable time in the local papers—or one very similar, by same people—and I have often wondered if they meant it. It seems they did not, but the court takes the view which the adv naturally gives. KARL C. MINER.

#### THE "COLORADO SUN."

DENVER, June 30, 1894.

Editor of PRINTERS' INK:

The owners of the *Colorado Sun* have purchased the *Denver Times* and consolidated the two.

The first issue of the *Denver Times-Sun* appeared on Monday, July 2, and will have a circulation of 33,000 copies, thus producing the strongest and best afternoon newspaper west of Chicago. It will be published six days in the week, and will always consist of eight large pages, and with additional pages whenever the news or business demands it.

The *Colorado Weekly Sun*, which has met with such a phenomenal success, will continue without change of name, and the circulation of the *Weekly Times*, being added to it, will give it a circulation of over 30,000 paid-in-advance subscriptions.

The *Denver Times-Sun* will own and publish the full day report of the Associated Press, and every effort will be made to make it the model paper of this section and one of the great afternoon newspapers of the country. Respectfully yours,

N. EISENLOD, Manager.

A UNIFORM, courteous refusal to accept advertisements that do not "take the run of the paper" would eventually benefit all parties concerned.—*F. R. Gilton, in Newspaperdom.*

#### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

PROCURE estimates of Dodd's Agency, Boston

THE SOUTHERN MAGAZINE gets Southern business.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

ALL values Columbian stamps (except 5c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

**ILLUSTR'D** features for newspapers and advts. **HARPER ILLUSTRATING SYN.**, Columbus, O.

**AGENTS** wanted. Samples and terms free. Send 4c. postage. **SWANK MFG. CO.**, Fremont, O.

**NEW** borders for effective advertising display. **E. L. SMITH**, 130 Washington St., Boston, Mass.

**WANTED**—Position as reporter, by an experienced man in general newspaper work. Address Box 410, Wellston, Ohio.

**WANTED**—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. **O. L. MOSES**, 132 Nassau St., N. Y.

**WANTED**—A man who can sell as good a news ink for 30 cts. a pound as I can for 4 cts. **WM. JOHNSTON**, 10 Spruce St., N. Y. City.

**THE** Grand Rapids (Mich.) **EAGLE** will give a steady position to a competent advertising solicitor. Must know his business from A to Z.

**MORE** newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

**WANTED**—To sell a half or whole interest in a well located evening paper, within 300 miles of Washington City. A rare chance. Write to "K. L." Printers' Ink.

**B**USINESS opening or position wanted by an advertising or business manager, possessing originality, genius and exceptionally fine record for success. "PUSHER," care Printers' Ink.

"**SMALL TALK ABOUT BUSINESS!**"

"**SMALL TALK ABOUT BUSINESS**" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. **FREMONT PUBLISHING CO.**, Fremont, O.

**FREE**—Honest, enterprising and experienced agents furnished to first class firms only. References required. Headquarters incorporated, international. **AMERICAN AGENTS' ASSOCIATION**, Fiqua, O.

**I**f you have engraving done—any kind—or have an idea you want successfully illustrated, it will pay you to write us. We make a specialty of work for newspapers and advertisers. **HARPER ILLUSTRATING SYNDICATE**, Columbus, O.

**I** WANT to correspond with any good newspaper or business house which needs somebody to manage its advertising. I've got an abiding belief that my services would be valuable in that capacity to anybody, because I have been successful in the past. Address "R. R. R." care Printers' Ink.

**R**ELIABLE correspondents wanted at every county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide awake hustlers need apply. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, 918 F St., Washington, D. C.

**WANTED TO EXCHANGE**—A practical printer, familiar with job and newspaper work, a thorough manager of either, with capital, will exchange a paper mill, now running on orders for its entire product, for a desirable printing office, or a controlling interest in one—Republican. **H. W. KNIGHT**, Seneca Falls, N. Y.

**CORRESPONDENTS WANTED**—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in **PRINTERS' INK's** line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to **PRINTERS' INK**, New York.

**A**NY ADVERTISER WHO WISHES TO MAKE HIS ADVERTISEMENT THE MOST PROMINENT ONE ON THE ENTIRE PAGE and gain, thereby, results that would take three times the number of insertions of an ordinary ad to accomplish, is invited to send clipping of the ad, and I will submit sketch of an arrangement that will make it so conspicuous that no one can fail to see it. No charge if not accepted. **J. MOSELEY**, Box H, 466, Elgin, Ill.

**WANTED**—By a Chicago mercantile and manufacturing company, a good, experienced business adv. mgr., not an "advertisement constructor." "ADVERTISING," care Printers' Ink.

**A**n elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. **GRIFFITH, AXTELL & CADY CO.**, Holyoke, Mass.

#### BILLPOSTING AND DISTRIBUTING.

**R. H. JOHNSTON**, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

**I** DO judicious distributing, tacking, etc. Any amount, any time. **MATHEWS**, 580 Madison St., Chicago.

#### PREMIUMS.

**PREMIUM** users, write to **KUHN & CO.**,oline, Ill.

**SUBSCRIPTION** premium users, write to **D. T. MALLETT**, Pub., 78 Keade St., New York.

"**BOX o' Brownies**" (rubber stamps, retail etc.) **EAGLE SUPPLY CO.**, New Haven, Ct.

**O**UR catalogue has the best premiums. **HOME BOOK COMPANY**, 142 Worth St., New York.

**SEWING** machines half price to publishers. Lists free. **AM. MACHINE CO.**, Chicago, Ill.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**ROOT'S** Home Repairing Outfit. Best premium ever offered in exchange for advertising. **ROOT BROTHERS**, Medina, O.

**PREMIUMS**—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.**, 342 Wabash Ave., Chicago, Ill.

**A**D writers and compositors will be well paid by contesting for the special premiums offered for specimens of their skill in the **INLAND PRINTER** for June. Send 30 cents for sample copy. Published June 1. Six prizes offered. **THE INLAND PRINTER CO.**, 212-214 Monroe St., Chicago.

#### TO LET.

**ADVERTISING** space in **ST. NICHOLAS**.

**GOOD HOUSEKEEPING**. Space. **H. P. HUBBARD**, Mgr., 38 Times Bldg., N. Y.

**GOOD HOUSEKEEPING**. Space. **H. P. HUBBARD**, Mgr., 38 Times Bldg., N. Y.

**TO LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x43. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. P. ROWELL & CO.**

#### NEWSPAPER INSURANCE.

**INSURE** present and future business by using **ST. NICHOLAS**.

#### ADVERTISEMENT CONSTRUCTORS.

**ST. NICHOLAS**.

**CAREFUL** service at **Dodd's Agency**, Boston.

**UP-TO-DATE** ads. They'll please you. **DU FORT**, N. Elm St., Westfield, Mass.

**ADS** with pith and point constructed. **R. L. CUKRAN**, 111 W. 54th St., New York.

**I**F you want a handsome little book, we will do the work, printing and all. **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., N. Y.

**W**E have turned out more ads and better ones than any other house in the business. **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

**I**F you were buying a horse you'd try several to see which you liked best. That's a good plan to follow in picking out an ad writer. I'd like to show what I can do. **BERT M. MOSES**, Box 283 Brooklyn, N. Y.

**H**ONEST, paying ads. Sellers. WALTER W. BRETT, 336 Central Park, W., N. Y. City.

**J**UST the style you like is the style in which I write advertisements, or refund your money. MRS. G. F. HUNT, 68 Richardson St., Newton, Mass.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents. postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

**"A**DS that sell goods."

CHARLES AUSTIN BATES,  
VANDERBILT BLDG.,  
NEW YORK.

**H**ERE'S the way Jos. Wetters & Co., of Brooklyn, "put me on the back" this week: "For a year or more Jed Scarborough has prepared our advertising matter. Without exaggeration he is the best and most convincing writer of advertisements in this country." Ask for "What They Said After They Knew," and see what others say. One ad, \$2. Your money back if it isn't right. JED SCARBORO, Box 63, Station W., Brooklyn, N. Y.

**"A** ADVERTISING FOR RETAILERS." That is the title of a 64-page book just published. It contains the best that I know about retail advertising. The result of an actual experience of nearly ten years. The price is 25 cents a copy (silver, postal note or stamps), and if anybody regrets the quarter after reading one chapter of the book he may have his money back in instant. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

#### STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

**A.** J. JOHNSON, 361 Broadway, New York City.

**W**RITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

**F**OR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

**F**OR Street Car Advertising, everywhere. GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.

**B**IG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

#### ADDRESSES AND ADDRESSING.

**ST. NICHOLAS.**

**N**EW country-town addresses at \$1.50 per 100. Mailing, stamping and addressing. MATHEWS, 580 Madison St., Chicago.

**S**END \$1 for reliable list of dealers in any line in Mexico and South American countries. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

**L**ETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**F**OR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

**S**OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**S**OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**D**RAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

#### FOR SALE.

**A** DVERTISING space in ST. NICHOLAS.

**A** DVERTISE with Dodd's Agency, Boston.

**\$1** BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

**30,000** LETTERS, '99 and '02. A. B. DODGE, Manchester, N. H.

**F**OR SALE--Monthly publication. 24 pages, 18 months old, 30,000 paid subscribers. Good advertising patronage. Address GOOD THINGS PUB. CO., Minneapolis, Minn.

**F**OR SALE--Two newspaper presses, two Gordon jobbers, and a large quantity of newspaper, job and advertising type, all in good condition. THE SUN, Williamsport, Pa.

**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 2c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

**F**OR SALE--Leading Republican weekly of congressional district. Good news and job outfit. A great bargain for cash. Very healthy locality. R. B. ROBERTS, Asheville, N.C.

**F**OR SALE The undersigned owns, and has owned for twenty years, 134 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down: just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. F. Rowell, No. 10 Spruce St., N. Y.

#### ADVERTISING NOVELTIES.

**A** DVERTISING rates invariable in ST. NICHOLAS.

**S**EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

**C**LOCKS--All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### MISCELLANEOUS.

**ST. NICHOLAS.**

**U**SE the Persian Corn Cure.

**G**OOD HOUSEKEEPING. Excellent.

**G**OOD HOUSEKEEPING. Excellent.

**R**ELIABLE dealing with Dodd's Agency, Boston.

**VAN BIBBER'S**  
Printers' Rollers.

**T**HE SOUTHERN MAGAZINE reaches all the intelligent and wealthy South.

**S**END cabinet photograph and 5c. and receive 10 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

**T**ERRIFF'S perfect washing machine will boom your circulation. Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

#### ADVERTISING AGENCIES.

**A**LL endorse ST. NICHOLAS.

**G**IVE Dodd's Agency, Boston, a trial.

**A**GENCIES know GOOD HOUSEKEEPING.

**A**GENCIES know GOOD HOUSEKEEPING.

**G**EORGE S. KRANTZ, special advertising agent for N. Y. dailies. 144 W. 14th St., N. Y.



**ADVERTISING.** City and country papers. See GEO. W. PLACE, 33 Broadway, N. Y.

**CHAS. K. HAMMITT**, Advertising, 331 Broadway, N. Y., will serve you effectively, economically.

**100 LEADING** dailies, circ. 5,000,000; \$9 rate. **FLETCHER ADV. AGENCY**, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

**HICKS' Newspaper Advertising Agency.** **WILLIAM H. HICKS**, proprietor, 139 Nassau St., New York.

**CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY**, 115-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**THE INTER-STATE ADVERTISING AGENCY.** Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

#### ADVERTISING MEDIA.

**PERSIAN Corn Cure.** Samples free. Send address to **M. COHN**, 339 W. 51st St., N. Y.

**ADVERTISERS' GUIDE.** Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

**HARDWARE DEALER'S MAGAZINE.** Send for adv. rates and copy. 78 Reade St., N. Y.

**COVER** the State of Indiana. 13 leading dailies. **FRANK S. GAY**, 12 Tribune Bldg., N. Y.

**THE OPTICIAN AND JEWELER**, 96 Malden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**DOMINION Newspaper List** (60 weekly papers). Sworn circulation 32,236. **CANADA READY PRINT CO.**, Hamilton, Ont.

**ADVERTISERS**—Only 10 cents per line; circulation 30,000. Best medium on earth. **CRIFE'S COMMERCIAL REPORTER**, Marion, Ind.

**BE INDEPENDENT.** Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES CO.**, 132 Nassau St., New York City.

**READY PRINTS**—All sizes; low prices; varied features; special news service. **UNION PRINTING COMPANY**, 15 Vandewater St., N. Y.

**THE METROPOLITAN AND RURAL HOME**, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**THE HEARTHSTONE**, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**THE SOUTHERN MAGAZINE** represents the high-class reading public of the South fully, and the South is to day better able to buy than any other section. Advertise there now.

**OUR** 5,000 audience monthly brings big results. All mail buyers and habitual money senders. 5 cents a line. Write us about it. **AMERICAN HOME JOURNAL**, Easton, Pa.

**ADVERTISING** in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON**, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**CHURCH MAGAZINES.** An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the **Church Press Association**, Incorporated, 10 So. 18th St., Philadelphia, Pa.

"YOUR paper is a hustler for orders."—**J. J. Bell.** This refers to **PARK'S FLORAL MAGAZINE**. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. **C. E. ELLIS**, Manager.

**FRATERNITY PAPERS**—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. **GEO. S. KRANTZ**, Special Agent, 109 W. 14th St., N. Y.

#### SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK**, 190 Water St., New York.

**ADVERTISING** supplies business when nothing else will. Try **ST. NICHOLAS**.

"**STRONG SLAT**" cases, wood type and borders. My prices will suit customers. **HERBER WELLS**, 137 William St., New York.

**100,000** 6x9 circulars, printed in any style and illustrated, white or colored, \$38.00; 50 M for \$15.00. **LONDON PTO. CO.**, Columbus, Ohio.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174d, 10 Spruce St., New York. Special prices to cash buyers.

**CIRCULAR** letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. **G. P. VAN WYE**, Masonic Temple, Chicago.

**PAPER DEALERS**—**M. Plummer & Co.**, 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**HARD** times prices for printing. Good linen paper, per 1,000: Letter heads, \$3.00; note heads, \$1.50; bill heads, \$1.40; circulars, \$4.21; \$2.20; \$3.25; \$1.40; \$3.25; 40c., in lots not less than 5,000. Express prepaid. **ALBERT B. KING**, 87 William St., N. Y.

**NAMES AND ADDRESSES**—We have over one hundred thousand letters from readers of books, received from all parts of the U. S. All intelligent and prosperous people. Will sell copies from the originals. **USEFUL READING CO.**, 45 Rose St., New York.

#### SPECIAL WRITING.

**YOU** won't regret using my "ed. copy." The people like it. It increases circulation. **G. T. HAMMOND**, Newport, R. I.

#### ELECTROTYPES.

**AFTER** you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. **E. T. KEYSER**, 15 Beekman St., N. Y.

**GET** manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. **WM. T. BARNUM & CO.**, New Haven, Conn.

**THE** best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and furnish electros. Address **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., N. Y.

**CELLULose** is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is also light for mailing purposes you save the cost of die. Prints on wood as well as a special cut die. Cellulose and cellulose machinery manufactured by the **J. F. W. DORMAN CO.**, Baltimore, Md., U. S. A.

#### BOOKS.

**DANGER SIGNALS.** a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

### CALIFORNIA.

**LOS ANGELES TIMES** leads in Southern California. Sworn circulation 14,000 daily.

**CONNECTICUT.**

**B**EFORE placing advertising in Eastern Connecticut see **THE DAY**, New London.

**WEEKLY TIMES: Hartford, CONN.**

**THE DAILY UNION.**  
BRIDGEPORT, CONN.  
**MORNING. EIGHT PAGES. ONE CENT.**  
Circulation, 7,300.  
Best advertisers use it—they know its value.  
N. Y. Office, 630 Vanderbilt Building.  
O. L. MOSES, Manager.

**THE TWO HERALDS.**

**WATERBURY SUNDAY HERALD.**  
**BRIDGEPORT SUNDAY HERALD.**  
Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.  
Combined circulation, \$6,000. 150,000 Readers.

**THE HARTFORD TIMES.**

WILLIE O BURE, Publisher.  
RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

Advertising rates the cheapest in the State, in proportion to circulation. You cannot afford to skip Connecticut. Send for sample copy and rate card.

PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.

**DISTRICT OF COLUMBIA.**

**A**LERT advertisers advertise in **KATE FIELD'S WASHINGTON**, Washington, D. C.

**GEORGIA.**

**T**HE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

**INDIANA.**

**The Big Weekly of the West.**

The **AMERICAN TRIBUNE**, of Indianapolis, Ind., is the largest **WEEKLY** published in Indiana.

**KENTUCKY.**

**T**O sell horse supplies use **KENTUCKY STOCK FARM**, Lexington.

**T**RI-WEEKLY **DANVILLE ADVOCATE** covers the "Blue Grass." Annual rates, 10c. an inch.

**T**HE SOUTHERN MAGAZINE shows the greatest increase in circulation of all monthlies that have not cut prices.

**LOUISIANA.**

**T**HE SIGNAL, Crowley, proves 1,250 circ'n. 6 col., 8 p., all home print. Samples and rates.

**NEW JERSEY.**

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

**MAINE.****BANGOR COMMERCIAL.**

Daily average, nearly 5,000 copies.  
Weekly average, over 16,000 copies.

The Daily and Weekly editions of the **COMMERCIAL** are larger than the corresponding editions of both the other papers in Bangor combined, and only one other paper in Maine has as large a circulation as the **COMMERCIAL**.

J. P. BASS & Co., Publishers, Bangor, Me.  
PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.

**MASSACHUSETTS.**

**40** WORDS, 6c. 50 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

**NEW BEDFORD (Mass.) JOURNAL.** Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**DAILY GLOBE,**  
**FALL RIVER.**  
**ISSUED EVERY EVENING.**  
Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE  
OF ANY OTHER TWO LOCAL PAPERS.

**Best Advertising Medium in Fall River.**

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.  
WM. H. HANSCOM, Business Manager.

**MICHIGAN.**

**G**RAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

**40,000** **PROVED CIRCULATION** for only 15c. a line. Sample copies and proof of circulation free.  
"ONCE A MONTH," DETROIT, MICH.

**MINNESOTA.**

**M**INNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

**The Housekeeper,** Minneapolis, Minn.  
Circulation, 125,000 **Pays Advertisers.**

**D**ULUTH.  
Population to-day, 75,000.  
The most prosperous city in the country.

**THE NEWS TRIBUNE**

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative.  
73 Tribune Building, N. Y. City.

**MISSOURI.**

**H**EROLD DES GLAURENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

**T**HE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 25,000 copies each month. 50c. per agate line. Established in 1880.

**NEW YORK.****ST. NICHOLAS.**

**T**HE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

THREE trial lines 5c. in Watertown (N. Y.)  
HERALD—30,000 readers.

FOR any good business it will pay to use THE  
CHRISTIAN ADVOCATE, New York City.

ROWELL records THE LE ROY GAZETTE largest  
weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading  
newspaper, daily and semi-weekly JOURNAL

THE TROY PRESS. H. O'R. Tucker. Strictly

high-grade family daily. Eight pages. Ad-  
vertising service the best. New York office

11 Tribune Building.

### A COMPARISON.

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

## ADVERTISING IN TEXAS SIFTINGS PAYS

**FIVE DOLLARS** IS OFFERED FOR  
THE BEST ANSWER TO THE QUESTION "WHY DO YOU  
SUPPOSE THE SILVER CROSS IS CARRY-  
ING FIVE TIMES AS MUCH ADVERTISING  
AS IT DID SIX MONTHS AGO?"  
Address 158 W. 22d St., N. Y. City.

**REDUCED TO 10c.**

## GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

## THE IRISH WORLD

THE OLDEST, LARGEST AND

MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED.

Being on the right side of the  
fence, politically,  
its circulation will be larger  
this year than ever.

For all matters relating to advertising, please  
address  
D. W. VAN DEREN, Advertising Manager.

17 Barclay Street, New York.

Delivered at more homes than all the other Albany  
papers combined.

## Press and Knickerbocker,

ALBANY, N. Y.

Circulation: Daily, 17,000; Sunday, 19,000; Week-  
ly, 3,500.

Press-room and subscription lists always open  
to the inspection of advertisers.

Most thoroughly equipped plant in Albany.

Electric lights, Web perfecting presses, type-  
setting machines.

Established fifty-two years ago.

Keeps constantly in the lead in enterprise, cir-  
culation and influence.

F. M. LUPTON'S popular periodicals, THE PRO-  
FANE'S HOME JOURNAL and THE ILLUSTRATED  
HOME GUEST. Sworn circulation, 500,000 copies  
each issue. Advertising rates, \$2.00 per square  
line, less time and space discounts. For sample  
copies and further particulars address F. M.  
LUPTON, publisher, 106 & 108 Reside St., N. Y.

Everybody reads the advertis-  
ing pages of

## "LIFE."

Illustrations and text are run  
right through the paper.

### OHIO.

MUSKINGUM FARMER for Southeastern Ohio.  
\$5 an inch this year. Zanesville, Ohio

THE TOLEDO EVENING NEWS leads its com-  
petitors in local circulation—10,000 daily.

DAYTON MORNING TIMES and EVENING  
NEWS give advertisers satisfactory results.

YOUNGSTOWN VINDICATOR, 7,800 daily, 5,300  
weekly. Leading newspaper in Eastern Ohio.

THERE is nothing in this world in which I  
have a more sincere and abiding belief than  
in the fact that the AMERICAN FARMER AND FARM  
NEWS will give better returns for the money ex-  
pended than any other farm paper in the world.  
If you try it your faith will be as sincere and  
abiding as my own in the same direction. Re-  
member these facts! No "off" business is taken  
at any price; and every advertiser using its col-  
umns is guaranteed to our readers as reliable.  
Then, too, a valuable prize is given every month  
to the reader who selects the best written adver-  
tisement. GEO. S. BECK, Eastern Manager, 193  
World Bldg., New York City.

### PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest  
circulation of any Scranton paper.

CIRCULATION CLAIMS are useless when they  
are not proved. The American Newspaper  
Directory guarantees the rating given the CHE-  
STER TIMES. Thirty thousand local readers in the  
best section of Pennsylvania. Address WAL-  
LACE & SPROUL, Chester, Pa.

DAILY INTELLIGENCER—est. 1886.

WEEKLY INTELLIGENCER—est. 1804.

Doylestown, Pennsylvania.

Have always been exclusively home print pa-  
pers, with larger circulation than any competi-  
tors. Best mediums for advertising in Bucks  
County.

PENNSYLVANIA—in its issue of July 25th  
PRINTERS' INK will publish an article on the  
subject: "What papers shall an advertiser use  
to reach the people of Pennsylvania?" Contribu-  
tions are invited from persons who deem them-  
selves competent to prepare such an article. If  
use is made of any article sent in, in response  
to this invitation, due credit will be given, and  
our correspondent will be entitled to a year's  
subscription to PRINTERS' INK in payment for  
service rendered.

### RHODE ISLAND.

THE NEWS, Providence, R. I., every evening,  
ONE CENT. 10,000 circulation.

TO reach best buyers from Newport use  
Newport DAILY NEWS.

RHODE ISLAND—in its issue of August 1st  
PRINTERS' INK will publish an article on the  
subject: "What papers shall an advertiser use to  
reach the people of Rhode Island?" Contribu-  
tions are invited from persons who deem them-  
selves competent to prepare such an article. If  
use is made of any article sent in, in response to  
this invitation, due credit will be given, and our  
correspondent will be entitled to a year's sub-  
scription to PRINTERS' INK in payment for service  
rendered.

## SOUTH CAROLINA.

**SOUTH CAROLINA**—In its issue of August 1st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## SOUTH DAKOTA.

**SOUTH DAKOTA**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## TENNESSEE.

**TENNESSEE**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Tennessee?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## TEXAS.

**THE POST: Houston, TEXAS,**  
Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1904 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

**TEXAS**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Texas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## VERMONT.

**VERMONT**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WASHINGTON.

### SEATTLE TELEGRAPH.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**WASHINGTON**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## UTAH.

**UTAH**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Utah?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## VIRGINIA.

**VIRGINIA**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WEST VIRGINIA.

**WEST VIRGINIA**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WISCONSIN.

5,557 COPIES average for the past six mos. in 1894. EXCELSIOR, Milwaukee.

**RACINE EVENING TIMES**, Racine, Wis. Circ'n under oath exc'ds 2,000 paid copies each issue.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**WISCONSIN**—In its issue of September 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WYOMING.

**WYOMING**—In its issue of September 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## SO. & CEN. AMERICA.

**L** LEADING So. American paper, PANAMA STAR & HERALD.

ANDREAS & CO., 55 Broad St., N. Y.

## CANADA.

**DOMINION OF CANADA**—In its issue of September 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks, - 17,461 copies

NEW YORK, JULY 18, 1894.

THE Minneapolis *Tribune* asserts that it carries a larger number of classified advertisements than any paper printed west of Chicago.

THE Potter Drug and Chemical Company, of Boston, assert that five million dollars have been expended in advertising the Cuticura remedies.

*Art in Advertising.* What has become of it? Not dead, we hope! Of all of PRINTERS' INK's babies it was the most promising. It was our first born, too.

IN answer to correspondents asserting that in our essays, "How to advertise in a State," some towns are given a smaller population and some papers a smaller circulation than they have at present, it should be borne in mind that population is taken from the census of 1890 and circulation from the American Directory for 1894. It is believed that the actual average circulation for the entire year 1893 is a better guide for advertisers than what a paper may have just now, and that the census figures are more reliable than a citizen's estimate of what he thinks or wishes his town to have.

THE discussion in PRINTERS' INK concerning the use of testimonials in newspaper advertisements promises to be interesting and to furnish valuable information. There is one house in

this State which commenced advertising some eighteen years ago. The first year but \$1,500 was expended. The annual appropriation since has been at times as much as \$40,000. But from first to last the testimonial was used in every announcement. No other plan has ever been tried, and results long ago convinced the advertisers that their course was a wise one. They have been eminently successful.

MISS BESSIE L. HACKETT, a New England girl, received the first prize (a watch) for writing the best advertisement on the merits of Heath & Mulligan's paint, for sale by W. S. Branch & Co. of Parker, South Dakota. This idea of interesting school-girls and others in the preparation of prize advertisements is a pretty good one. People who are interested in the girl who wins the prize, as well as those who are interested in the still other girls who failed to win, are certain to read the successful advertisement and comment on the desirability of the goods offered. When an advertisement is read it has accomplished its perfect work.

A CANADIAN correspondent censures the Little Schoolmaster for allowing the expressions "liable to patronize" and "liable to be seen," and asserts that the proper adjective to be used in each case is "likely." Webster gives, as an illustration of the proper use of "liable," a quotation from Milton, "liable to fall," and, curiously enough, the English Stormonth, in the same conjunction, has the same quotation. But Stormonth also gives "likely to be at my disposal," and Webster defines "likely" as "that which may be thought more reasonable than the contrary." The same correspondent objects to "caption," used in place of "heading," and pronounces "gotten" a priggish abomination.

THE *Review* of Peterborough, Ont., sends the following notice to persons who are entitled to receive that paper on account of advertising:

July 2, 1894.

GENTLEMEN—The Post Office Department at Ottawa has issued instructions that all papers sent after this date to advertisers, for purpose of checking or as vouchers for insertion of advertisements, shall be subject to postage.

This change will necessitate our forwarding copies of papers to your address, in a group,

once each week. Papers for week previous will be mailed each Monday morning. We trust you will not be seriously inconvenienced by this arrangement, and so advise you that non-arrival of papers be explained.

According to the existing law, Canadian newspapers have heretofore been mailed postage free.

THE Aransas Pass Railroad has recently made an arrangement with F. P. Holland, owner of the *Farm and Ranch*, the Texas agricultural paper issued at Dallas, by virtue of which the paper will write up the section through which the road runs, and every town on its line, setting forth the resources, climatic advantages and every other thing likely to benefit the road and interest people seeking new homes. The railroad, on its part, contracts to purchase no less than 50,000 copies of the paper, of each and every issue, for an entire year. This is a much more legitimate way of getting a big circulation than that adopted by *Farm, Stock and Home* of Minneapolis, as illustrated in the last issue of PRINTERS' INK. Some people have asserted that such a contract as this between Mr. Holland and the railroad is in violation of the postal laws. That is a matter that has to be arranged. There will be no trouble about it if proper methods are pursued.

#### IT'S THE EDITOR.

S. M. Owen, the editor of *Farm, Stock and Home*, the "Number 11" referred to in PRINTERS' INK last week, is reported to be the Populist candidate for Governor of Minnesota, instead of H. R. Owen, who signed the untrue circulation statement.

#### A GRACEFUL RECOGNITION.

At the recent gathering of the Managers of the Associated Ohio Dailies, Mr. Marshall Halstead, of the Cincinnati *Commercial Gazette*, paid the following tribute to the energy, good sense and success of Mr. Milton A. McRae, of the Cincinnati *Post*:

"A great deal of good has been done in Cincinnati toward getting the newspapers together, through the instrumentality of one man (Mr. McRae). He has gotten the publishers together as they have never been united before in Cincinnati. He is the executive committeeman of the American Newspaper Publishers' Association. He has

worked faithfully in trying to get the newspapers united, and while it would be hard to state definitely all he has done, yet I know it has had a very beneficial effect."

#### OKLAHOMA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Oklahoma ranks No. 47 in population, having 61,834 inhabitants; No. 36 in area, covering 38,830 square miles, and No. 38 in newspapers, of which there are 90.

The following is a complete list of the towns in Oklahoma having more than 1,000 population. The figures followed by a dagger are estimates received from local postmasters and the towns are not given in the census of 1890.

Oklahoma.....	4,151
Enid.....	4,000†
Guthrie.....	2,788
East Guthrie.....	2,141
Newkirk.....	2,000†
Perry.....	2,000†
Chandler.....	1,200†
Kingfisher.....	1,134
Pond Creek.....	1,000*

No paper is published in East Guthrie; no daily is issued in Newkirk, Chandler, Kingfisher or Pond Creek, and no daily or weekly credited with over 1,000 circulation is published in Enid, Newkirk, Perry, Chandler or Pond Creek.

The only papers in Oklahoma accorded more than 5,000 circulation are:

Guthrie.....	Okl. State Capital..D.	6,496*
		W. 10,659*

The following is a complete list of the papers in Oklahoma (omitting the *State Capital*) accorded more than 1,000 circulation:

Guthrie.....	Leader.....	D. 2,000*
Kingfisher...	Free Press.....	W. 1,500*
Norman.....	School Herald.....	W. 1,000*
Oklahoma....	Times-Journal.....	W. 2,300*

Circulations to which the asterisk is affixed may be relied upon absolutely.

The Guthrie *State Capital*, daily and weekly, appears to have one-half as much circulation as all the remaining 88 papers combined.

April 22, 1889, when the newly acquired territory was open for settlement, there came upon it, in a single day, a population of 50,000. May 2, 1890, it became a Territory.

In this connection, the following communication is of interest:

*Editor of PRINTERS' INK:*

In this age of progressive journalism every attempt to reach the people of a special Territory is the aim of all publishers. Therefore, the *Wichita Eagle* is the advertising medium for the Oklahoma country lying directly south, and considered the richest agricultural country in the United States. The paper most read is logically considered the best medium for advertisers. It is also reasonable to say that a paper, reaching this vast field twenty-four hours ahead of all associated press dailies, is read more than one arriving twenty-four hours after being published. Considering that the *Eagle* contains as much telegraph news, and has special correspondents all through the Territory, it is reasonable to assert that it is an advertising medium independent in its field. Its circulation has had a phenomenal growth, and to-day circulates ten to one of any other associated paper. With the above features in its favor, this vast Territory is thoroughly covered each day by twelve o'clock over two independent trunk lines of railroads reaching all the principal towns en route.

There is nothing strange in the above when you consider that Kansas City is twelve hours and St. Louis is twenty-four hours from Wichita, with no trains to reach this country until the following morning, or at the same time of the *Eagle*—the day following.

G. E. HAMMANN.

Wichita, Kansas.

### OREGON.

The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Oregon ranks No. 38 in population, having 313,767 inhabitants; No. 9 in area, covering 94,560 square miles, and No. 30 in newspapers, of which there are 185.

The following is a complete list of the towns in Oregon having more than 3,000 population:

Portland.....	46,385
East Portland.....	10,522
Astoria.....	6,184
Albina.....	5,129
Salem.....	4,575
The Dalles.....	4,000
Eugene.....	3,958
Albany.....	3,079
Oregon City.....	3,062

No paper is issued in East Portland or Albina; no daily in Oregon City, and no daily or weekly credited with over 1,000 circulation in Astoria, Albany or Oregon City.

The following is a complete list of the papers in Oregon accorded more than 5,000 circulation.

Circulations in the following lists to which the asterisk is affixed may be relied upon absolutely.

Portland..Evening Telegram.....D.	7,500
Morning Oregonian.....D.	26,814*
Sunday Oregonian.....S.	23,211*
Oregonian.....W.	13,143*
Lewis & Dryden's Railway and Marine Gazette. M.	6,000*

The following is a complete list of papers in Oregon, not already enumerated, accorded more than 1,000 circulation:

Ashland...Tidings.....W.	1,820*
Dallas.....Itemizer.....W.	1,032*
Hillsborough Independent.....W.	1,152*
Pendleton...East Oregonian.....W.	1,584*
Portland...Staats Zeitung.....W.	2,250
Catholic Sentinel.....W.	2,250
Commercial Review.....W.	2,250
Freie Presse.....W.	2,250
Nachrichten aus dem Nordwesten.....W.	1,920*
No. Pac. Rural Spirit and Wette Farmer.W.	4,000
N. W. Pacific Farmer.W.	2,250
Pacific Baptist.....W.	2,250
Pac. Chris. Advocate.W.	2,800*
Sunday Welcome.....W.	2,250
A. O. U. W. Reporter.M.	2,250
Medical Sentinel.....M.	1,766*
Christian Endeavor.....M.	2,250
The Way, The Truth, The Life.....M.	2,880*
Salem.....Eve. Cap. Jour.....D.	1,248*
.....W.	2,640*
Oregon Statesman.....D.	2,250
The Dalles..Sun.....W.	1,440*

The Portland *Oregonian* has by far the largest circulation of any daily, Sunday or weekly paper printed north of San Francisco or west of Minneapolis. It presents as good an appearance as the publications of Chicago or St. Louis, and is the first newspaper to claim an advertiser's attention, not only for the city of Portland and the State of Oregon, but is read by the most enterprising people in any direction throughout all the region within five hundred miles of its office.

SALEM, Oregon, July 3, 1894.

*Editor of PRINTERS' INK:*

"What papers shall an advertiser use to reach the people of Oregon?"

Use the live, well established local newspaper. If it is enterprising enough to print all at home and control all its own space, it is so much the more valuable medium. Use the paper that shows signs of life in its editorials, in its news columns and in its patrons as mirrored in its local advertising.

Use the paper that is on good terms with its readers and its subscribers; that is not forever defending its position or apologizing for its unwise or careless remarks; that is precise in its statements, neither blowing its own horn incessantly nor finding fault with its patronage. Be sure the paper you select has a standing in the community; that it gives the news in good, readable shape; that it is a paper of principle; that it is clean and honest, and you may be sure your advertisement therein will reach the eyes of the surrounding community and be read with respect and confidence.

Of course, to give knowledge of anything to the whole people of Oregon through



as few avenues as possible, you would be compelled to use the Portland *Oregonian* and the Salem *Statesman*, the daily and weekly editions of which cover about the whole ground, or if you wish to reach with powerful influence the people of Portland and vicinity in the one case and Salem and vicinity in the other, you must seek the two papers above named, but for the purpose of each week impressing any line of business in any locality you must use the recognized newspaper mouthpiece of that locality—the one that notes its births, marriages and deaths, its sparking bees and spelling bees, its joys and its sorrows—the one whose every line is read and understood at the hearthstone.

That is the paper to use to reach the people of Oregon.

FRANK DAVEY.

#### IF DEEMED ADVISABLE.

The churches of Allegheny County, Pa., have joined forces to fight the Sunday newspapers. The following is an extract from a circular sent to the ministers throughout the county:

"We recommend to all Christian ministers in Allegheny County to preach on the subject of the Sunday newspaper on the third Sabbath in June, and also, if deemed advisable, to obtain an expression from their respective congregations, by a rising vote or otherwise, as to how many favor and how many oppose the issue of the Sunday newspaper."—*The Ram's Horn*.

#### LET WRITERS ADVERTISE.


The following advertisement was clipped from a Boston daily paper:

##### BUSINESS OPPORTUNITIES.

I AM NO SHAKESPEARE, but have written a three-act farce-comedy that, if well acted, the whole world might laugh over. Its action is unique. Will sell copyright or grant right to produce it. F. W. OSBORNE, Brockton, Mass.

This raised the question in my mind whether or not the writer, who had tried a promiscuous mailing of his matter to "probable customers," might not find advertising of more avail.—C. S. Wady, in *The Writer*.

#### A BUSINESS AD.



### Who is this?

Why this is Johnny Widespread  
What is he doing?  
Why selling Ted Ram's Horn?  
What's the matter with his pockets?  
Why full of money, of course!  
Where did he get it?  
Why, he sells Ted Ram's Horn  
in everybody in his neighborhood  
for five cents a copy every week, and we pay him well for  
doing it.

... There's the secret!

It is a business proposition and laborer is a business man  
Do YOU want to work for us? THE RAM'S HORN  
Send your name then quick to WEEKLY TRADER CHICAGO

This is a reproduction of a good advertisement. The original is about  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. It suggests business.

#### KNOW WHEREOF HE SPOKE.

Visitor—Do you think advertising pays?

Publisher—Quite as often as some advertisers do.



#### TO ADVERTISE WITH CIRCULARS AND DODGERS.

MUSKOGEE, Mich., June 20, 1894.

##### Editor of PRINTERS' INK:

A man to write an interesting circular must be a good one, a man to "set up" a circular must be a good one, but a man to distribute a circular must be a better one. On the last one rests the responsibility and with him the success or the failure no matter how good the circular. There is a time in each man's life when he can make an impression one way or another and that is precisely what one should think of when he would engage in this business.

When I commenced my present occupation I knew that it was up or down and I determined it would be up and stay up. I resolved to be a good distributor or none. I solicited work from almost every business man in the city and always ended my remarks, "If you are not satisfied don't pay me one cent." The result was, that they tried me once twice, and it was always the same. "Once a customer, always a customer." Time and again when I was asked if I really believed that there was any money in circular advertising I advised them to advertise something which they were not advertising in the papers. I have yet to hear from my first complaint. In 14 years time, distributing in this city and vicinity I have not been forbidden to enter a yard more than 2 or 3 times and this is the way in which I did my work and which every distributor should do, and he would find his work profitable, healthful, and pleasant.

You must act in a gentlemanly manner at all times to everybody and anybody. This is what I claim is the mainhold of a first class distributor. You act civil to the people and the people will to you and the longer you are in the business the better they will like you.

Now I will give a few pointers to those in my line of business when your work gets light.

Last spring I determined to have no lost time so I hit upon a scheme to work the villages and farmhouses within a radius of 60 miles. I made up a sheet of paper in book form about

10 in. by 12 in. in size and put a tinted cover on the same. I called on different merchants in different lines of business. There were 12 advertising pages and 8 pages of reading matter. The reading matter was of the style which would suit people living in these small places and consisted of "Hints to farmers" etc. etc. I had not the least trouble to fill my book which I called "Useful Information."

I stopped at all farmhouses and made it a point to talk of nothing but my famous book. I was so successful that I have been asked to repeat the same this fall.

To all who are in this business do your work as you would like to have others do it for you and the outcome of it will be that the faith of the advertisers will be strengthened by the results they obtain from their circular advertising and you will not only be building up your own reputation but you will be aiding the thousands of others who are in it also.

Respy,  
P. P. Steketee,  
Bill Distributor.

### BUSINESS TALKS TO BUSINESS MEN.

*By Pettingill of Boston.*

If your advertising has failed to bring you wished-for results it is more than likely that you were alone to blame for it.

The great majority of the American people reason sensibly upon all that they read and hear.

They resent the implication that they are standing around ready to be filled full by all sorts of braggart assertion from all sorts of pretentious claimants.

They button up their pockets all the closer when the "never failing cure for all ills" makes its appearance in their local papers, threatening them with "dire calamity" if they hesitate a moment to avail themselves of "the only" remedy.

There is positive danger in claiming too much.

Of course, a certain class of advertisers will remind you of this, that or the other "Proprietary" article that created such a furore five, ten years or so ago.

They'll tell you of the thousands of dollars spent in advertising and in salaries, and yet—

It never occurs to them to wonder why so many of these concerns were lost almost in a night, and their very names are now recalled with difficulty.

Many of these articles had positive merit, and deserved a better success than they had.

The managers went on the theory that the American public were fools, and so they ran madly on their career of boasting and claiming and over-praising until the sober second thought of the people turned them away with disgust from the remedies, and the advertisements no longer won their attention or dollars.

Extravagant claims for anything on earth are sure to result in disappointment.

The American people are a sensible and thinking race.

They prepare their advertising in a sensible manner. They tell the story briefly, pointedly and humanly. They do not boast, they reason, and then as a rule prove their arguments by testimony of the strongest character they have.

The honest, upright and almost always successful advertiser is the one who appeals to the heart, the mind, the judgment of the readers.

The first duty of a business man is to win friends through their faith in him and in what he has to sell them.

If you have an article of general use, try a

line of advertising and bring your own special brand more prominently before the public. Never mind how many similar articles there may be, yours will eventually become the leader.

Look at the baking powders, the washing powders, the \$3 shoes.

What names do these three suggestions bring to your mind?

All that you need to do is to tell your story modestly and pleasantly—confidently, truthfully and persistently—and your success is sure.

### BALLOON ADVERTISING

Mr. P. A. Conne, the advertising manager of the Chicago "Hub" says: In the month of June, 1892, we sent from the roof of this building several hundred balloons of various sizes, to each of which we attached a waterproof envelope containing an order for a prize, which was to go to whoever found and brought it to our store within thirty days from the day the balloons were sent up. These prizes ranged from \$100 in gold down to a twenty-five cent necktie. Out of the total number sent up, over ninety per cent were brought back to us by people who found them. Some of the balloons floated into neighboring States before dropping to the ground. The advertisement created quite a little talk in Chicago, and we considered it a paying one.

—*The Clothing Gazette.*

### DROP IT.

We have frequently had occasion to deplore the use of bombastic ideas and language in advertisements. It is to be sincerely regretted that advertising writers should indulge in the use of expressions that are either innocent exaggerations, formulated for effect, or else deliberate misstatements, blazoned in the guise of greatness, for the purpose of blinding and deceiving the credulous. Boasting is a national failing; but it is a failing that should be surveyed with leniency, for, though rooted in ignorance, it owes its fertility to a spirit of emulation that only exists among a people who are conscious of possessing the energy of progression. The most conspicuous and deplorable use of bombastic language is to be found in the columns of our daily press. Each sheet is the greatest newspaper on earth; each noticeable feat performed is a magnificent triumph of journalism. It is probably from close association with the news-writer that the advertising man has become afflicted with the bombastic habit. Drop it! If you have faith in the article you offer; if you can honestly indorse the price you ask for it, why indulge in hyperbole? It displeases, if not disgusts, the intelligent; it creates a false impression upon the ignorant. The former laughs or sneers at your offer; the latter, building a fictitious hope upon your words, is angered when the article fails to satisfy his ingenuous expectations.—*The Haberdasher.*

DAY & MARTIN have received more valuable free advertising than any other manufacturing concern in the world. Their blacking is mentioned by Dickens, Thackeray, Bulwer, and a host of minor novelists, and has had the honor of appearing in *Punch* several times. Another article that has been freely advertised by novelists is Lea & Perrin's Worcester sauce. Such advertising is invaluable, but then no article would receive it unless it had become a popular brand long before the book was written.—*The Haberdasher.*



## USE OF THE COMMA.

There seem to be two rules regarding the use of the comma between three or more adjectives in procession, when the last two are connected by a conjunction. For instance, take the following sentence, punctuated in two different ways: "The charge was wild, fierce, headlong and irresistible;" "The charge was wild, fierce, headlong, and irresistible;" some grammars give the first example as the correct punctuation; others give the last. I will here observe that the first style of punctuation is the one generally used in newspaper offices; the second will be found the most frequently in the works of those who are regarded as good authorities on the use of the English language.

Those grammars which omit one of the commas give as a rule, that a comma is to be inserted only where the conjunction has been omitted. This seems to me to be a lame rule. The function of the comma as a punctuation mark is not so much to show us where a conjunction has been omitted, as to aid us in grasping the sense of a passage, and to show the grammatical relation of words and phrases to each other. But leaving out of consideration any function which may be performed by the comma in pointing out an omission, it seems to me that the sense of expressions such as I have given is materially affected by the style of punctuation adopted.

If we read, "The charge was wild, fierce, headlong and irresistible," in our comprehension of the sentence we naturally connect the two words joined by the conjunction more closely than we do the two which are set off by commas. The impression given is erroneous; for, in reality, each adjective is equal in value with its fellows, and each has the same force, and is no more closely connected with one of the series than with another. It requires an effort of the mind to separate the words properly and give to each its true individual force.

If we write the sentence: "The charge was wild, fierce, headlong, and irresistible," the uniformity of punctuation corresponds to the equal prominence which should be given to the words in our minds, and no effort is required and no rule need be remembered to give to each word its proper degree of distinctness.

The office of the conjunction is to connect; of the comma, to divide. If we do not separate by the comma the two words between which the conjunction is placed, we are liable, as we glance along the line, to give to the last two combined no more force than we do each one of the first two, and thus lose just one-fourth of the strength of the expression.

This is a case where authorities disagree. However, the second style of punctuation has the weight of best usage in its favor, as well as a logical reason for its adoption. The first style has nothing to recommend it but an arbitrary rule of two or three grammarians.—*E. Lincoln Kellogg, in The Writer.*

THE Vickery and Hill Company of Augusta, Maine, have bought the entire subscription lists of the Jersey City publications known as the *Big Four* and *Good Fortune*. This transaction adds nearly five hundred thousand paid subscribers to their already very great list, and ends the existence of the five publications in New Jersey having the largest issues in that State.

A "MAHOGANY child's chair" was recently advertised for sale. That mahogany child may grow up to be the wooden-headed boy so often spoken of.—*Exchange.*

## "FULL TIME" CARS.

*By M. Winburgh, New York.*

If you were asked to define the meaning of the expression, "full time car," what would you say?

The executive officers of twenty-five different street railroads have each one given me a different answer.

On one line they hold that a car which travels 55 miles a day is a "full time" car. On another 70 miles is "full time;" on another 100 miles. Some figure that a car traveling eight hours a day is "full time," some that twelve hours is necessary, and still another that a car must run twenty-two hours every day to be a "full time" car.

As a matter of fact, the expression means absolutely nothing. It has a fine, large sound, and slips easily off the tongue. The words make a very pretty jingle, calculated to catch the attention of many men who are not versed in street car advertising. It is a gaudy screen with bells, behind which lies the paraphernalia of a first-class bunco game. It sounds just exactly as if it meant something, but pin it down and dissect it and you'll find that it is hollow—that it rings false.

Fully three-fourths of the street railroads in America keep no record of the mileage of their cars. Who is going to determine which cars are "full time" and which are not in a case like that? Will the space owner toss up for it, or will he draw straws, or will he count all the cars "full time"?

Will he count an eight hour car "full time" in one town, and a 22 hour car "full time" in another?

Not he!

There's where the "full time" cat jumps clear out of the bag. The "full time" space owner says to himself: "Now, verily, if eight hours is 'full time' in Jonesville, eight hours must be 'full time' in Smithtown, where the cars run 22 hours a day. Therefore, each car in Smithtown is two and three-fourths 'full time' cars."

Then this righteous man charges up each car in Smithtown as  $2\frac{3}{4}$  cars. The advertiser gets 4 cars and is charged 11, and the "full timer" smiles a holy smile and goes on warning advertisers to "see that 'full time' is written in every contract."

He puts the little round pea right under the round shell himself, so that you can see that the game is perfectly square. It is as certain as highway robbery, and much safer!

If there was any such thing as a "full time" car, the scheme might be legitimate and honest, but who is to decide what a "full time" car is? To each man using the term it has a different meaning. It is as slippery as an eel—as dangerous as a snake. It charms its victims and hisses at everybody else.

The "full timer" says, for instance, that 70 miles a day is "full time." Why not 50 miles? Why not 30? Why not 100 or 1,000? It means one just as much as it means another. Why not say that two miles is "full time," and when one car runs 200 miles, charge the advertiser for "50 'full time' cars?"

Why should the "full timer" stint himself? Why not do it well, since the advertiser will have to pay for it?

There is only one safe way to buy street car space, and only one honest way to sell it.

Take every car that runs out. No railroad will run more cars than it needs. No railroad will own more cars than it has to. Depend upon it, the road will see that every car runs as many miles in a day as is possible, and that if 30 cars, each running ten hours a day, will

do the work, they will not run 75 cars. They can run 50 cars, ten hours, cheaper than they can run 75 cars for 6 2-3 hours.

It's a question that takes care of itself.

Under the "full time" system an advertiser has absolutely no check on the service for which he is paying. If he happens to find a car on the road that does not carry his card, he is calmly told: "Oh, that isn't one of the cars for which you are paying. That isn't a 'full time' car; that's only a 'tripper.'" Of course none of the "full timers" would do anything so wicked, but then the "opportunities are theirs," as the "green goods" circular put it. But it is well known to every intelligent man, especially any one engaged in street car management, that a car may run 15 hours to-day, and to-morrow only three.

On the other hand, if the advertiser makes a contract to cover the entire line, he knows exactly what he is getting. There is no chance for jugglery. Open cars and box cars, summer cars and winter cars are all his, and if he finds any vehicle putting out of the stable that doesn't carry his sign, he knows that he isn't getting his money's worth. One system is plain, open and above board; the other is full of tricks and subterfuges, leaving a loophole at every turn, through which the man that sells advertising space can get the advantage of the man who buys.

#### AN ENGLISH SCHEME.

AND HOW A THREAT OF LEGAL PROCEEDINGS WAS TURNED TO ADVERTISING ACCOUNT.

That the guessing contest fever still maintains its hold on popular fancy was evidenced recently by a move on the part of Catesby & Sons, housefurnishers, Tottenham Court, London.

The scheme consisted of a full-page advertisement in shape of a pictorial puzzle, in the center of which was placed a card containing a statement to the effect that having been threatened with prosecution for infringement of the lottery act if they offered cash prizes for the solution of the puzzle, the firm in question were compelled to abandon their original plan and, instead, would place the names of all successful competitors in an honorable mention column in a future issue of the paper containing the puzzle.

This card, of itself, was a unique advertisement, and any one accustomed to "reading between the lines" might be justified in suspecting it to be the corner stone of the entire structure; but be that as it may, it was at least an ingenious method of attracting attention. The pictorial arrangement was especially interesting from the fact that it represented people prominent in all walks of the life of to-day.

On one side of the page are shown a number of persons, men and women, approaching the entrance of Catesby & Sons, forty nine of whom are well known in art, literature, science, commercial or social life, their names and faces being entirely familiar to the ordinary newspaper reader. On the opposite side of the page, these same personages are seen making their exit from the store; when presenting a full front view they are much more easily identified than when entering; or would be had they not in a number of cases replaced their hats on leaving the store, thus making the work of identification a little more difficult, especially if the newspaper cuts usual represent them without their heads covered.

Each member of the group of forty-nine leaving the store is designated by a number, and the task before the reader is to identify

and indicate by the same number the figure on the right corresponding to that on the left.

In other words it is a "before and after" view of distinguished English men and women, and a bright advertising scheme upon which many changes may be rung.

#### "INTIRE."

"This 'intire' stock of clothing," etc., is the sign displayed on Fourteenth street by a prominent Washington dealer. It is safe to assert that the writer was neither Hebrew nor Quaker.

THERE are no really great papers in North Carolina, in the sense that the Richmond *Dispatch* in Virginia, or the Charleston *News and Courier* in South Carolina, or the Chattanooga *Times* in Tennessee, or the Atlanta *Constitution* in Georgia are great, and yet be it said to the credit of the profession in that State, the weekly papers, taken collectively, are far above the average, and, with few exceptions, every county in the State has a healthy and representative publication.—*J. O. Holloman.*

THE more nearly a newspaper assumes the cyclopedic form, in which, day by day, in departments uniformly disposed and systematically arranged, the reader may find just what he wants precisely where he looks for it, the more satisfying it becomes, and the sooner even particular advertisers learn to accept the situation, and to conform to the publisher's requirements.—*F. R. Gilson, in Newspaperdom.*

PRINTERS' INK is a journal for advertisers. Nothing has place in it that is not thought to be of benefit to advertisers. *Newspaperdom*, on the other hand, is a journal intended for newspaper publishers—"the business end of the newspaper." There are many things that possess interest for both advertisers and publishers, and in *Newspaperdom* for July there is more matter of value to our readers than we have room to copy.

#### A BUSINESS FINDER.

Cobwebs—How do you find business?

Rustle—Advertise for it, of course.

No amount of argument can suppress the fact that a good advertisement, rightly placed, is a business finder; and when trade is slow is just the time advertising should be pushed in the most careful and persistent manner possible.—*Exchange.*



As was an Alderman ponderous and solemn, He got there by using the *Free Press* want column. —*London, Ont., Free Press.*

## INVITES A COMPARISON.

"THE SPRINGFIELD REPUBLICAN,"  
Daily, Sunday, Weekly.  
Samuel Bowles, Publisher.  
Springfield, Mass., July 10, 1894.

Editor of PRINTERS' INK:

DEAR SIR—Pray accept my thanks for the reproduction of a part of the first page of *The Daily Republican* in a recent issue of your paper. I am proud of that page, and glad to have your readers who are not already familiar with it see how it looks. I only regret that you did not bring out its full beauty by printing below it a fac-simile of an advertising page of one of the daily papers that do admit cuts, and anything else in the way of display that advertisers ask for.

Permit me to correct your statement, that display type is barred from the *Republican*. If you will take the trouble to look at the last page of any daily issue, you will find a variety of handsome display faces which advertisers are invited to use on that page.

Yours truly, SAMUEL BOWLES.

## A BAD CASE IN MISSOURI.

"THE HENRY COUNTY REPUBLICAN,"  
Established 1865. Ali Home Print.  
The only Republican Paper in Henry Co.  
Mitchell Bros., Proprietors.  
Clinton, Mo., July 7, 1894.

Editor of PRINTERS' INK:

Replying to your inquiry in PRINTERS' INK of July 4, thunder humor, mentioned in the advertisement of Donald G. Kennedy, is a complaint that attacks the editors of magazines for advertisers. It leads them to commit fraud and misrepresent facts, as you did lately in your article on the best plan for advertising in Missouri. You have a bad attack of thunder humor, and it ought to kill you. You know as well as the writer that there are a hundred and more first-class weekly newspapers printed in Missouri that have had over a thousand circulation every day for ten years; that you completely ignore them in your article, simply because they are not advertisers in PRINTERS' INK or your American Newspaper Misdirectory. You know the *Republican* has had over a thousand circulation for over fifteen years, yet because you did not secure an ad for the Directory you ignore it. You have thunder humor very bad. We hope it will kill you.

MITCHELL BROS.

ELKADER, IOWA, July 7, 1894.

Editor of PRINTERS' INK:

It costs money to keep a horse. Old Pomp is to be loaned no more. It will cost you \$1.00 to have him hitched up. Don't forget this.

J. H. BOYCE.

Above local advertisement was taken from the *Iowa Postal Card* (Fayette) of July 5.  
WM. F. REINECKE.

AN English Church paper says: Very few people, even in England, are aware of the fact that there is a newspaper printed and published every day in London of which not a single copy is offered for sale. It appears on no bookstalls, falls into the hands of not a single newsboy, and the shops and news-agents know it not. The paper referred to is the *Evening Telegraph*, which is produced by the proprietors of the *Daily Telegraph* with the view of preventing the issuing of an *Evening Telegraph*, and the use of a name which the owners of the morning journal have made a valuable property.—*Church Eclectic*, Utica, N. Y.

## ALL LITTLE.

The merchant said to his office boy,  
"Publicity, I scoff it!"  
"But a little ad," said the little lad,  
"Will a little ad to your profit."

## A NICE CONTRACT.

When'er the advertising clerk  
Goes to court a fair young maid,  
His mind still runs upon his work,  
And its claims he can't evade.  
And when he's asked to "call again,"  
Their sweet farewells amid,  
He's sure to utter the refrain—  
"Every evening—till forbid."

Little lumps of logic  
Mixed with business brain  
Make your ad effective  
And credit loss and gain.  
—*Jed Scarboro*.

## A CAREFULLY WORDED AD.

He had a poor stock,  
His prices were high,  
He couldn't induce  
The fair sex to buy,  
Until an idea  
Brought to him bliss;  
An ad in the papers  
He put, 'twas like this:  
"Ladies, attention,  
This notice please read,  
To my new departure  
Kindly pay heed,  
No more will I sell,  
From far and from near,  
To any who've passed  
Their twentieth year."

On his store did the women  
Make such a grand change  
He quickly was forced  
Its size to enlarge.  
And now immense crowds,  
There seen every day,  
Emphatically prove that  
Advertising does pay.  
—*Fireside Companion*.

## TWO EXPERIMENTS.

He  
Wanted to increase his biz,  
And didn't quite know how.  
Wished he did.  
Hired some men to boom his biz  
And it got him in a row,  
Yes, it did.

He  
Found he had a deal of biz,  
But the men his profits took,  
Slick and clean.  
Sent them off about their biz,  
Hung himself upon a hook,  
But was seen.

Trid an ad to help his biz,  
Written by an expert true,  
It didn't fail.  
Soon he had a rattling biz—  
Did it at a profit, too—  
Ends the tale.

—D. H. TALMADGE, West Union, Ia.

In setting advertisements one of the first aims should be legibility. Attractiveness, novelty and all other considerations should be subordinated to this one.—*The American Bookmaker*.



WHO SHOULD ADVERTISE.

Who should advertise, is a question that has been propounded and answered in different ways.

Our answer: Every one who has anything to sell, whether it is a product of the hand, brain or machine, and in cases where those who wish to buy, or secure, or exchange anything that they cannot obtain conveniently, they should advertise.—*Western Stationer.*

Displayed Advertisements

50 cents a line: \$100 a page; 25 per cent. extra for specified position—if granted. Must be handed in one week in advance.

**SUPERIOR** Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**PRINTING INK**—Four Cents Per Pound. Wm. JOHNSON, 10 Spruce St., New York.

**SWISS** People all have money. 300,000 in U. S. Official organ. Rowell guarantees smallest edition 15,000. A. M. SCHWEIZER ZEITUNG, 116 Fulton Street, N. Y.

**BEST HALF-TONE PORTRAIT.** Single col.

**\$1.50**

CHICAGO PHOTO ENG. CO., 120 Madison.

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples.

ALFORD & CO., DETROIT, MICH.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

**Arthur's and Peterson's.** \$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr., 500 TEMPLE COURT, N. Y.

MENTION THIS PAPER WHEN YOU WRITE.

**WIRE RACKS**

For holding Papers, Letter Files, Letter Books, Circulars, Printed Matter, Anything. Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

**POPE RACK COMPANY** ST. LOUIS, MO.

**"Expert"** has been defined—by some incendiary: "One who is prepared to prove anything for a satisfactory consideration." Co-incidentally, it is a significant fact that the SELF-CONFESED "ADVERTISING EXPERT" has recently become extinct, and gives promise of remaining so. The quondam "Expert," with a unanimity worthy of note, now limits his claims to simple OMNISCIENCE, or to a felicitous blending of OMNISCIENCE with OMNIPOTENCE. So much for the abstract.

For obvious reasons I am not an "Expert," while a very mild type of OMNISCIENCE will instantly recognize the absurdity of any claims I might advance to such an attribute.

Treating of Advertising matters, I have issued two publications—rather more perhaps than circulars, considerably less than books, neither of them works of genius, both of them obviously and avowedly FINITE.

Number 2—treats of the Trade Circular; Number 3—of some phases of Newspaper and Periodical Advertising. Both will be mailed to those whose longing for light would seem to warrant the sending of five 2-cent Postage Stamps to the subscriber.

Please mention Printers' Ink.

**FRANCIS I. MAULE, 330 Chestnut Street, Philadelphia.**

THE DAILY, SUNDAY AND WEEKLY  
**WHEELING NEWS**

is the only paper in Wheeling, W. Va., to which a guaranteed circulation is accorded in the new edition of the American Newspaper Directory for 1894, which appeared May 1st.

The correctness of the rating is guaranteed by a \$100.00 forfeit, offered by the publishers of the Directory, to any person who will show that the circulation of the paper is not correctly stated.

The circulation is larger than any other in the place or State. This fact should be considered by advertisers desiring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising,  
517 Temple Court, New York City.



**WE KNOW**

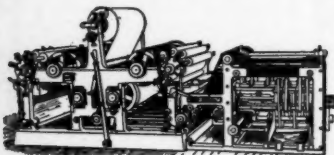
that our claims for THE TROY PRESS are just, because they can be substantiated. Ask Troy's largest advertisers.

**THEY KNOW**

the paper for results. Ask them—any or all—and if

**YOU KNOW**

a good advertising medium you will always include in your list

**THE TROY PRESS.****H. O'R. TUCKER, Troy, N. Y.,**Or **HENRY BRIGHT, 11 Tribune Building, New York.****NOT IN SPURTS, BUT ALL THE TIME.**9,000 to 12,000 Four or Eight-page  
Papers per Hour.Printed, pasted folded and counted  
out in bundles of 25 by the**"NEW MODEL"****WEB PERFECTING PRESS****CAMPBELL PRINTING PRESS AND MFG. CO.**

334 Dearborn Street, Chicago.

1 Madison Avenue, New York.

VOLUME 6 N°10 (MAY 10)  
PRICE 25 CENTS PER YEAR

**AUGUST 1894**

PUBLISHED BY  
THE GANNETT & MORSE CONCERN  
AUGUSTA, MAINE

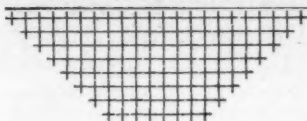
**LOOK AHEAD.**

As twenty days are required to print an edition of *COMFORT*, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, **THE PRESENT is THE TIME** for far-sighted advertisers to make public their announcements.

Full seeds sown. **NOW** in the rich fields cultivated by *COMFORT* will yield astonishing results.

**NOW!**

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home office: Augusta, Maine; Boston: John Hancock Building; New York: Tribune Building, Lewis A. Leonard, Representative.



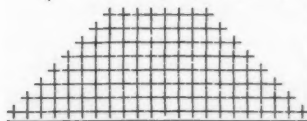
And the  
Manchester

# Saturday Telegram

Prints more  
than all the other  
Manchester  
Papers  
Combined

PRINTERS' INK of June 13th says:  
To the Manchester *Saturday Telegram* is accorded the largest circulation of any paper in the State—by far the largest. It is the only paper in the State having more than 5,000 circulation that is ready and willing to make known its exact issues. It probably prints more copies every issue than all of the other Manchester, N. H., papers combined.

NEW YORK OFFICE:  
517 TEMPLE COURT,  
C. E. ELLIS, MANAGER.



## Youngstown Vindicator.

7800 DAILY.  
5200 WEEKLY.

"The VINDICATOR, one of the oldest and most influential newspapers in Northern Ohio."—*New York Mail and Express*.

"If we are only to have one paper in Youngstown we prefer the VINDICATOR, as it has much the larger circulation."—*Extract from an Advertiser's Letter*.

If you are advertising in this section and are not in the VINDICATOR you are missing a valuable home circulation.

If you are not advertising in Youngstown it will pay you to consider the subject.

Prices and copies of the papers will be furnished at the Home Office, or by

H. D. LA COSTE,  
38 PARK ROW,  
NEW YORK.

- THE -

# TOLEDO BLADE

TOLEDO, OHIO.

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The Daily Edition has an average circulation of over 15,000.

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The Saturday Edition over 20,000.

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The Weekly Edition over 120,000.

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Now is the time for advertisers to contract for space and position. For terms address

**THE BLADE,**  
TOLEDO, OHIO.

EASTERN OFFICE,  
33 TRIBUNE BLDG., NEW YORK.

# MISSOURI ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

## The Chronicle

**GUARANTEES TO  
ADVERTISERS:**

**FIRST**—A larger daily circulation than any other daily newspaper in the State of Missouri.

**SECOND**—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

**THIRD**—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

**Circulation, 75,000 Daily.**

**E. T. PERRY,**

Manager Foreign Advertising Department,  
53 Tribune Building, New York.

## Printers' Ink

**Says:**

"It is the duty and it should be the pleasure of every publisher to give his advertising patrons all the attention they deserve; it is upon them that he depends for his profit. Yet it is evident that no especial care is given to the editing of the advertising pages by most publishers. Only a few papers and some of the magazines are enterprising enough to establish departments that take charge of advertising and see that it is properly edited. This practice is bound to become popular, and it will prove mutually beneficial to publisher and advertiser."

## We Do More Than That.

Our advertising department personally places every advertisement in position, thus giving each advertiser a choice position.

No Devil or Galley-slave has charge of your ad with us.

Let us give you estimate on space.

**THE NATIONAL TRIBUNE,  
WASHINGTON, D. C.**

## IT COVERS THE GROUND!

Going as it does into more comfortable homes than do any other two papers in Milwaukee,

## The Evening Wisconsin

is the only newspaper that **NEED** be used by advertisers in order to reach the cream of the Milwaukee trade.

**THE EVENING WISCONSIN COMPANY,  
MILWAUKEE, WIS.**

*Eastern Branch Office:*

10 Spruce St., New York.

**CHARLES H. EDDY, Manager.**

- THE -  
**Vickery & Hill**  
**LIST,**

**AUGUSTA, MAINE.**

THE VICKERY & HILL CO.  
 has just bought and added to its  
 subscription list nearly 500,000 sub-  
 scribers to *Good Fortune* and *The Big*  
*Four* of Jersey City, N. J.

No monthly paper, or combination  
 of monthly papers, controlled by one  
 concern, has anything like the enor-  
 mous circulation of The Vickery &  
 Hill List.

**A Brace of Testimonials.**

I have used the Vickery & Hill List for  
 several years, and am using it now, and ex-  
 pect to use it in the future.

I have just had the results of the spring  
 issues checked up, and find they are most ex-  
 cellent.

AMERICAN NATION CO.,

W. E. Skinner, Prop.

Boston, May 31, 1894.

C. E. Ellis, Esq., New York City, N. Y.:

DEAR SIR—We have lately used two full-  
 page advertisements in the complete Vickery  
 & Hill List, and as you know that each page  
 costs up into the thousands, we do not know  
 what better indorsement, at this time, when  
 "money talks," that we could give in sup-  
 port of our opinion that the Vickery & Hill  
 List are good mediums for advertising, and  
 that we are not backward in using them lib-  
 erally, in order to make known to the good  
 people of America that in No-To-Bac they  
 will find an absolute, guaranteed cure for  
 the tobacco habit in every form.

Very truly yours,

THE STERLING REMEDY CO.,

(Signed)

H. L. Kramer,  
 Treas. & Gen. Mgr.

For rates and other information, ap-  
 ply to

**VICKERY & HILL CO.,**  
**AUGUSTA, MAINE.**

C. E. ELLIS, Special Representative,

317 Temple Court, New York City,

THE  
**Key**  
 TO  
**Successful**  
**Advertising**



IS NOT HARD TO FIND  
 WHEN YOU KNOW  
 WHERE TO LOOK FOR IT.

NOTE—USE  
**WILMINGTON** (Del.)  
 —use the **MORNING**  
**NEWS** (only morning  
 paper in the State).

**PHILADELPHIA** (Pa.)  
**CALL** the greatest fam-  
 ily paper in Philadel-  
 phia.

EDGAR M. HOOPES,  
 Manager Foreign Advertising,  
 WILMINGTON, DEL.

# GOOD ADS, - LIKE - GOOD EGGS,

May be SPOILED IN THE SETTING.

See what N. C. FOWLER, Doctor of Advertising, has to say about us.

NATH'L C. FOWLER, JR.,

138 PARK AVE.,

YONKERS ON HUDSON, N. Y.

LONG DISTANCE TELEPHONE,

YONKERS 81.

MR. WM. JOHNSTON, PRINTERS' INK PRESS, 10 Spruce Street, N. Y. City.

*My Dear Mr. Johnston*—I am in receipt of your booklet entitled "Type Talk." I wish to extend to you my sincere congratulations. You have produced one of the most effective booklets I have ever seen, original to a degree, and yet not over-original—a practical, sensible specimen of book and typographical art, which shows that you fully understand the harmony of paper, ink and type.

I presume you personally prepared and superintended the setting of all the pages in the book save the two inside covers. You claim to be a plain, blunt printer, and not an expert writer, and yet your pages are in every way ahead of the two pages prepared by those who claim to be experts.

Sincerely yours,

NATH'L C. FOWLER, JR.

## Attractive Printing:

THAT IS THE KIND YOU WANT;  
THAT IS THE KIND WE DO;  
THAT IS THE KIND THAT PAYS.

While we do not claim to excel in all kinds of first-class printing (though we flatter ourselves that we can hold our own),

WE DO CLAIM that we have unsurpassed facilities for getting up attractive advertisements.

ADDRESS

WM. JOHNSTON,

MGR. PRINTERS' INK PRESS, 10 SPRUCE ST., NEW YORK.

# Printing Inks!

**FOR CASH WITH THE ORDER.**

***WARRANTED TO BE THE BEST THAT MONEY CAN BUY.***

**FOR TEN TIMES THE PRICE  
NO BETTER INKS CAN BE HAD.**

## NEWS

500-pound Barrel at 4c., \$20 00  
250-pound Barrel at 4½c., 11 25  
100-pound Keg at 5c., 5 00  
50-pound Keg at 5½c., 2 75  
25-pound Keg at 6c., 1 50

To make certain that the ink will be exactly right all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, **A CHECK WITH THE ORDER.**

## JOB

Four ¼-pound Cans for One Dollar, best Job Blacks or any color wanted:

Except Carmine, Bronze Red, Violet, Purple, and Five-dollar Black. For Four ¼-pound Cans of these send Two Dollars.

For ¼-pound cans send double the price.

For 1-pound cans multiply the price by four.

For more cans and more colors send more money.

For bigger cans send a **BIGGER CHECK.**

The goods are delivered at any railroad, express office or steamboat in New York City, and satisfaction is guaranteed. Printers who will give the pressman half the amount they save in buying of me will learn that the goods I send are the best he ever used.

I have no specimens. Send your own specimens and I will match them. I keep no books. I get the **CASH IN ADVANCE.**

## ***SATISFACTION IS GUARANTEED.***

When I assert that the **INKS I SELL ARE THE BEST IN THE WORLD** I mean just what I say. No Inks are made that cost more than the Inks I sell. I am a good printer. I know the meaning of words and all that I say is true.

Address **WM. JOHNSTON, Manager Printers' Ink Press,**  
**10 Spruce Street, New York.**



# WOMEN

Can't vote,  
Can't sit on juries,  
Can't put down riots;

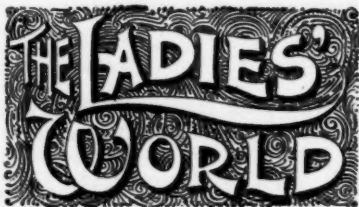
- BUT -

They can and do purchase over eight-tenths of all articles purchased for the household and used by the family.



Yours must be a strange business if it does not in some way appeal to their needs. If the patronage of women is desirable to your business, it will pay you to advertise where your money will go farthest in interesting them in what you have to sell. Over a million women each month read THE LADIES' WORLD.

They read it for the information it contains, and they believe in the announcements they see in its advertising columns.



This publication is popular because it deserves popularity, and is subscribed for by **over 350,000 women** because they specially desire to read it.

Would you like to know what an advertisement will cost? If so, write to the publishers, S. H. MOORE & CO., New York, and full particulars, together with a copy of the magazine, will be sent you.



# The Denver Times-Sun

The owners of the Colorado SUN  
have purchased the Denver TIMES  
and have consolidated the two  
under the name of

## THE DENVER

---

---

# =TIMES-SUN=

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By this consolidation the Denver  
TIMES-SUN is the only afternoon  
newspaper in Denver and has a  
circulation in excess of

# 32,000

*The Colorado Weekly Sun*, which has met  
with such a phenomenal success, will be con-  
tinued under the old name, and with the addition  
of the weekly edition of the Denver TIMES its  
circulation is now

# 30,000

RATES FOR ADVERTISING  
ON APPLICATION.

ADDRESS  
THE DENVER TIMES-SUN PUBLISHING CO.,  
DENVER, COLO.

**THE GREATEST  
SILVER CAMP  
ON EARTH!**

The yield of Leadville mines,  
1879-1894, in Gold, Silver  
and Lead, has been  
as follows:

1879	\$10,333,740.69
1880	15,095,153.00
1881	13,170,576.00
1882	17,131,853.00
1883	15,839,446.00
1884	12,837,497.00
1885	12,357,662.00
1886	13,750,733.30
1887	12,072,967.81
1888	11,605,205.48
1889	13,639,351.75
1890	11,798,892.84
1891	11,916,740.00
1892	8,160,388.98
1893	8,579,164.87

Total, \$188,289,402.72

**Silver Setting  
In a Sea of Silver!**

**OPHIR OF COLORADO!**

Ten of the Most Eminent  
Mining Engineers Pronounce it the

**GREATEST GOLD FIELD  
IN AMERICA!**

**Mountains** of Gold, Silver, Iron,  
Zinc and Lead!

Six Large Smelters!

A Score of Mills!

Three Transcontinental Railways!

# LEADVILLE

**GREATEST INDUSTRIAL CENTER  
IN THE WEST.**

The vast territory of which it is the Commercial, Financial and Political Center, extending from Denver to Salt Lake City, a distance of over 700 miles, is completely covered by

**The Herald Democrat** (MORNING)  
**The Evening Chronicle** (AFTERNOON)  
**The Carbonate Chronicle** (WEEKLY)

UNDER ONE MANAGEMENT.

*C. C. DAVIS & CO., Proprietors.*

The Only Daily Papers in this Vast Region of unexampled Thrift and Industry, reaching Ten Counties Twenty-four hours ahead of all other journals.

**S. C. BECKWITH,**

Sole Eastern Agent,

48 Tribune Build'g, New York. 509 The Rookery, Chicago.

THE  
TACOMA  
LEDGER

THE  
TACOMA  
LEDGER

# YOU CAN'T POST BILLS ON MOUNT TACOMA

*It is three miles high and seven teen miles across its base. Its huge bulk is reflected in the placid waters of Puget Sound at Tacoma, the principal city of Washington. It can be seen from nearly every part of the State, but*

THE TACOMA LEDGER  
CIRCULATION  
AVERAGE EACH ISSUE  
DAILY - SUNDAY - WEEKLY  
9,434-10,448-6,688

THE  
PLAIN  
TRUTH  
TELLS

WE  
TELL  
THE PLAIN  
TRUTH

## TACOMA LEDGER

IS SEEN EVERYWHERE

*An Advertisement in it is really more -  
conspicuous than if posted on the moun-  
tain*

SOLE AGENT

S. C. BECKWITH

FOREIGN ADVERTISING

THE  
TACOMA  
LEDGER

THE  
TACOMA  
LEDGER

# Mistakes

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## Of Other People

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are danger signals to the wise. Every time a mistake is made somebody learns something.

In advertising it is almost as important to know what not to do as it is to know what to do.

For 27 years we have been studying the mistakes and the successes of advertisers. We know the methods and the media that have brought business. We know where to save and where to be liberal. We bring all of our knowledge and all of our experience to bear on our client's business, for upon his success depends our own. We give him the benefit of expert counsel. We relieve him of detail. We save his money.

They're all important.

THE GEO. P. ROWELL ADVERTISING CO.  
NEWSPAPER AND MAGAZINE ADVERTISING,  
10 SPRUCE STREET,  
NEW YORK.